| BRL-015 |

BBA IN RETAILING

Term-End Examination

⊓⊓6⊣2

June, 2019

BRL-015 : IT-APPLICATION IN RETAILING

Time : 2 hours   *Maximum Marks : 50*

Note : (i) *Attempt any* **five** *questions.*

(ii) *All questions carry equal marks.*

1. What do you mean by social CRM ? How does social CRM differ from traditional CRM ?   *5+5=10*

2. What do -you mean by Point of Sale (POS) software and hardware ? What role does POS software have in modern retail ?   *3+7=10*

3. What do you mean by E-tailing ? What are the components of e-tailing ?   *5+5=10*

4. What are the applications of IT in retail ? Discuss with examples.   *10*

5. Distinguish between any **two** of the following : *2×5=10*

    (a) Mobile application and Web application in retail

    (b) Product hierarchy and Location hierarchy

    (c) Signature and Digital signage

6. Write short notes on any *two* of the following : *2×5=10*

    (a)   Brick and Mortar Retailing

    (b)   Virtual Store

    (c)   Customer Analytics

7. Explain briefly the following terms used in retailing :   *5×2=10*

    (a)   SKU

    (b)   COD

    (c)   M-App

    (e)   B2C

    (e)   WLAN

8. Comment on any *two* of the following :   *2×5=10*

    (a)   Technology is a tool that reduces human effort.

    (b)   Data accuracy has been a permanent issue for most of the retail enterprises.

    (c)   KPIs are variables that are not directly observed but are rather inferred.