BRL-015

B. B. A. IN RETAIL (BBA) (R)

Term-End Examination

June, 2020

BRL-015 : IT APPLICATION AND RETAIL

Time : 2 Hours   *Maximum Marks : 50*

Note : Attempt any five questions. All questions carry equal marks.

1. "No information system is complete without Database Management System (DBMS)." Elucidate with the help of an example. Also state the main uses of DBMS in different sectors.   5+5

2. What do you mean by E-tailing ? Explain and also state the components of e-tailing.   5+5

3. Define Store Execution System (SES). What are certain components of store execution system ? Explain them briefly.   3+7

4. State the applications of information technology in retail business. 4+6

5. Comment on any *two* of the following : 5 each

   (a) Customer puts all the merchandises on the scanning table for POS.

   (b) The ruler master contains simple to complex promotional rules.

   (c) Business intelligence is to support better business decision-making.

6. Distinguish between any *two* of the following :

   5 each

   (a) E-Commerce and M-Commerce

   (b) CRM and Social CRM

   (c) Brick and mortar retailing and E-tailing.

7. Write short notes on any *two* of the following :

   5 each

   (a) Social Networking

   (b) Data Poling

   (c) RFID in Retail

8. Explain briefly the following terms used in retailing :   2 each

   (a) MMS

   (b) SOQ

   (c) Play Store

   (d) EFT

   (e) ERP