BRL-015

B. B. A. IN RETAILING (BBARL)

Term-End Examination

June, 2022

BRL-015 : IT-ENABLED RETAILING

Time : 2 Hours *Maximum Marks : 50*

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

(ii) All questions carry equal marks.

1. "Information systems are the tools, hardware and software that help retailers to achieve success in a dynamic environment." Justify the statement with the help of a suitable example.   10

2. Define Database Management System (DBMS) and state its uses in retailing.   3, 7

3. What is Digital Signage ? What are the benefits of digital signage ?   3, 7

4. What do you mean by MMS ? Discuss the challenges for running MMS in retail business.   3, 7

5. Write short notes on any *two* of the following :   5, 5

    (i)   Credit Card

    (ii) E-Wallet

    (iii) Mobile app based retailing

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

                                            5, 5

    (i)   Brick and mortar retailing and click and mortar retailing

    (ii) Plastic money and wallet

    (iii) Automation and customization

7. Briefly comment on the following :   5, 5

    (i) 'POS' serves on the central component and work as a hub where sales, inventory, payment and customer merge.

    (ii) EFT is a digital movement of money from one bank account to another.

8. Explain the following terminology used an abbreviation :   5×2=10

    (i) B2C

    (ii) RTGS

    (iii) CRM

    (iv) WMS

    (v) LAN

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