BBA IN RETAILING

Term-End Examination

June, 2015

BRL-015 : IT-APPLICATION IN RETAILING

00170

Time : 2 hours *Maximum Marks : 50*

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

(ii) **All** questions carry **equal** marks.

1. Discuss the main uses of computer in the field of retail business. **10**

2. Define Database Management System (DBMS). **3, 7** Discuss its use in various retail sectors.

3. Explain the components of store execution system. **10**

4. What do you mean by Radio Frequency Identification (RFID) ? State the functions of RFID based smart visual merchandising. **4, 6**

5. Explain briefly the following terms used in retailing : **2x5=10**
   (a) Shopping cart
   (b) Logistics
   (c) e-mail
   (d) 24 hours shopping
   (e) SMS

6. Briefly comment on **any two** of the following : **5x2=10**

   (a) LAN networks can connect hundreds of computers.

   (b) Right customer experience is the key in retailing.

   (c) Magic mirror provides retailers with means to reach customers.

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

   (a) CRM and social CRM   **5x2=10**

   (b) Retailing and E-retailing

   (c) M-commerce and E-commerce

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

   (a) Signage   **5x2=10**

   (b) Business Intelligence (BI)

   (c) Score card

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