

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

00331

Term-End Examination

June, 2015

BRS-014 : RETAIL INFORMATION TECHNOLOGY

Time : 3 hours

Maximum Marks : 100

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

1. "IT investments in retail sector in India and worldwide are often driven by the same key factors : increasing revenue, expanding productivity, retaining existing customers, and improving the effectiveness of marketing." Explain and elucidate with the help of a suitable example. 20

2. (a) What do you mean by supply chain planning and its execution in retail ?
(b) What are the best practices in retail IT and business strategies ? 10+10

3. (a) What is retail management information system ?
- (b) Discuss how IT has revolutionised the retail sector. 10+10
4. Why is information system important in retail business ? Discuss the benefits of information system in retail. 20
5. Distinguish between any *two* of the following : 10+10
- (a) Shopping and E-Shopping
- (b) Money and Plastic Money
- (c) Offshore and Outsource
6. Explain the following acronyms : 4×5=20
- (a) RFID
- (b) SKU
- (c) KPI
- (d) ERP

7. Briefly comment on any *two* of the following: 10+10

- (a) Real-time business intelligence gives you an up-to-the-minute snapshot of your business.
- (b) Not everyone has invested in EPOS technology.
- (c) The digital labels are made from a low power consumption electronic paper material that is updated via a wireless network.

8. Write short notes on any *two* of the following: 10+10

- (a) E-catalogue
 - (b) Mobile Business Intelligence
 - (c) SWOT Analysis of Retail ERP Systems
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