

B. B. A. IN RETAILING

(BBARIL)

Term-End Examination

December, 2024

BRL-015 : IT ENABLED RETAILING

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

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1. What type of IT applications are available in Retail Business ? Discuss the various technologies used in retail with examples. 5+5
 2. What is the significance of information system in retail ? Discuss how has IT revolutionised retail sector. Give examples in support of your answer. 3+7

3. (a) Discuss the functions of Merchandise Management System (MMS) in retail. 5
(b) What is vendor master ? What details are captured in it ? Discuss. 5
4. (a) Discuss the role of POS in retail. 5
(b) Describe the various masters used in POS systems. 5
5. (a) Discuss the future roadmap for POS technologies with examples. 5
(b) “The POS software you select will have specific hardware requirement.” Discuss. 5
6. Write notes on the following : 5+5
(a) Concept of store operations
(b) KPI and Compliance visibility
7. Define visual merchandising. Discuss the types of visual merchandising displays with examples. 3+7
8. Write notes on the following : 5+5
(a) RFID based smart visual merchandising
(b) BI Center of Excellence (CoE)

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