

**B. B. A. IN RETAILING
(BBARIL)**

**Term-End Examination
December, 2025**

BRL-015 : IT-APPLICATION IN RETAIL

Time : 2 Hours

Maximum Marks : 50

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

1. Elaborate retail operation challenges. 10
2. What do you mean by Social CRM ?
Differentiate between CRM and Social CRM.
4+6
3. What do you mean by campaign management ? How does interactive marketing campaign management work ?
3+7

4. What is Electronic Retailing (e-tailing) ?
How would you integrate Brick and Mortar
with e-tailing ? 3+7
5. Explain briefly the following terms : $2 \times 5 = 10$
- (i) IP Address
 - (ii) RFID
 - (iii) e-Shopper
 - (iv) EDI
 - (v) KPI
6. Briefly comment on any *two* of the following : $2 \times 5 = 10$
- (i) IT is playing a predominant role in the success of any retail store.
 - (ii) Data accuracy has been a permanent issue for most of the retail enterprise.
 - (iii) Bar coding is an automatic identification technology that allows data to be collected rapidly and accurately from all aspects.

[3]

7. Distinguish between any *two* of the following : 2×5=10

- (i) Hardware and Software
- (ii) Automatic purchase order and Manual purchase order
- (iii) Product hierarchy and Location hierarchy

8. Write short notes any *two* of the following : 2×5=10

- (i) Virtual Store
- (ii) Customer Analytics
- (iii) M-App

× × × × ×