BRL–015

B. B. A. IN RETAILING (BBARIL)
Term-End Examination
June, 2025

BRL-015 : IT-APPLICATION IN RETAIL

Time : 2 Hours *Maximum Marks : 50*

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

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

2. Define Database Management System (DBMS). Discuss its use in retail sectors. 10

3. Explain the component of Store Execution System. 10

4. What do you mean by Radio Frequency Identification (RFID) ? State the functions of RFID based smart visual merchandising. 10

5. Explain briefly the following terms :   5×2=10
   (a) POS
   (b) MMS
   (c) BI
   (d) ERP
   (e) CRM

6. Briefly comment on any *two* of the following :   2×5=10
   (a) Information technology has changed the shopping style of most of the people.
   (b) Integration of Brick and Mortar with e-Retailing.
   (c) Complexity of planogram may vary by the size of the store.

7. Distinguish between any *two* of the following :   2×5=10
   (a) CRM and Social CRM
   (b) Multichannel Analytics and Cross Channel Analytics
   (c) Business intelligence and Mobile Business intelligence

8. Write short notes on any *two* of the following :   2×5=10
   (a) Bar Code
   (b) Legacy System
   (c) Visual Merchandising Display

× × × × ×