

B. B. A. (RETAILING) (BBARL)

Term-End Examination

June, 2026

BRL-015 : IT-ENABLED RETAILING

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. “Information systems are the tools, hardware and software that help retailers to achieve success in a dynamic environment.” Justify the statement with the help of usage of technology in retail sector with examples.
10
2. What do you mean by Merchandise Management System (MMS) ? Discuss the challenges for running and maintaining MMS in a retail store.
3+7

3. Explain Integrated Retail Execution System (IRES). Describe the components of Store Execution System. 3+7
4. What do you mean by Radio Frequency Identification (RFID) ? State the functions of RFID based smart visual merchandising. Give examples in support. 4+6
5. Define Customer Relationship Management (CRM). Discuss the benefits and considerations involved in implementing a CRM system in a retail setting. 4+6
6. Explain the following terminology used as abbreviation : 5×2=10
 - (i) B2C
 - (ii) RTGS
 - (iii) ERP
 - (iv) WMS
 - (v) LAN

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

2×5=10

- (a) Digital Signature
- (b) E-tailing
- (c) Point-of-Sale (PoS)

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

2×5=10

- (a) M-commerce and E-commerce
- (b) Mobile-based Application and Web-based Application in Retail
- (c) Shopper and E-Shopper

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