

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

INFORMATION TECHNOLOGY FOR RETAIL BUSINESS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Which of the following is a technological requirement for designing an RIS infrastructure?
i) Wireless power transfer ii) Data security and encryption
iii) Physical security guards iv) Retail store decorations
2. Which operating system is typically used for mobile retail applications?
i) Windows ii) Linux iii) Android iv) UNIX
3. Which is a popular open-source retail merchandising system?
i) Oracle Retail ii) Odoo
iii) SAP Retail iv) Microsoft Dynamics
4. What does e-SCM stand for?
i) Electronic Supply Chain Management ii) Enhanced Supply Chain Marketing
iii) Efficient Supply Chain Module iv) Enterprise Supply Chain Method
5. What does BOPIS stand for in retail operations?
i) Buy Online, Pay In-Store ii) Buy Online, Pickup In-Store
iii) Buy Offline, Pickup In-Store iv) Bring Online, Purchase In-Store

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a What are the roles of Retail Information Technology?
OR
b Explain the functions of Information Technology in the retail industry.
- 7 a What are the essential elements of an e-business solution?
OR
b What are the advantages of using Windows-based operating systems in retail point-of-sale (POS) systems?
- 8 a What are the key components of a successful e-business design?
OR
b Describe the key steps involved in implementing a retail data model.
- 9 a What are the challenges faced by organizations in implementing e-SCM and Logistic 4.0?
OR
b What are the key features of retail procurement software?

Cont...

- 10 a What strategies should Indian retailers adopt to compete in the e-tailing market?
OR
b How can robots improve customer service in physical retail environments?

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a Describe the main components required for designing an effective Retail Information System (RIS) infrastructure.
OR
b Assess the technological challenges retailers face when implementing RIS?
- 12 a Explain the key features of a Business-to-Consumer (B2C) e-business model.
OR
b Discuss the importance of operating system security in retail POS systems.
- 13 a Explain how Retail DSS can improve customer service and satisfaction?
OR
b Describe the types of data required for effective AI-driven demand forecasting
- 14 a Describe the process of receiving and storing goods in a retail warehouse.
OR
b Examine the impact of e-commerce on traditional retail purchasing processes.
- 15 a Discuss the advantages and challenges of implementing cashless and contactless payment systems in retail.
OR
b Discuss the challenges retailers face when implementing technology-enabled CRM?

Z-Z-Z

END