

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

BBA DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

INFORMATION TECHNOLOGY FOR RETAIL BUSINESS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

SECTION II: TO NAME

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Explain any three benefits of using Information Technology in retail operations.	K2	CO1
	(OR)		
11.b.	Describe the role of Point-of-Sale (POS) systems in modern retail.	K2	CO2
12.a.	Explain the differences between E-Business and E-Commerce with suitable examples.		
	(OR)	K3	CO3
12.b.	How do a functional enterprise system like ERP benefits different organisational subsystems.		
13.a.	Illustrate with examples how AI-driven demand forecasting helps improve inventory management in retail.	K3	CO3
	(OR)		
13.b.	Demonstrate how data analytics can be applied in price optimisation for seasonal products.	K3	CO4
14.a.	Illustrate how Logistics 4.0 enhances efficiency in supply chain operations using modern technology.		
	(OR)	K3	CO4
14.b.	Apply the e-catalogue model of e-procurement to a small business buying office supplies.		
15.a.	Compare and contrast affiliate marketing and viral marketing. Which is more effective in today's digital world, and why?	K4	CO5
	(OR)		
15.b.	Analyse how automation and robots are reshaping the physical retail experience.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks**(3 × 10 = 30)**

Question No.	Question	K Level	CO
16	Describe the major steps involved in designing and implementing a Retail Information System.	K3	CO1
17	Compare and contrast the major types of enterprise systems. How do they support retail operations in a competitive business environment?	K4	CO2
18	Analyse how data modelling and retail analytics collectively influence customer experience and operational efficiency. Provide examples.	K4	CO3
19	Create a digital procurement process flow for a fast-moving consumer goods (FMCG) retail business.	K3	CO4
20	Discuss how voice commerce and C-commerce are transforming traditional e-commerce interfaces. What challenges and opportunities do they present for retailers?	K4	CO5