

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)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

| Question No. | Question | K Level | CO |
|--------------|---|---------|-----|
| 1 | Which of the following best describes the main role of a Retail Information System (RIS)? a) To handle payroll and employee benefits b) To manage manufacturing operations c) To capture, store, and analyze retail-related data d) To monitor government regulations | K1 | CO1 |
| 2 | Which technology is commonly used in RIS for tracking inventory in real-time? a) Blockchain b) RFID c) VPN d) CRM | K2 | CO1 |
| 3 | What is the key difference between e-business and e-commerce? a) E-business refers only to online buying b) E-commerce includes internal business operations c) E-business includes e-commerce and internal processes d) E-commerce is broader than e-business | K1 | CO2 |
| 4 | Which type of operating system is most suitable for managing Point-of-Sale (POS) systems in a retail environment? a) Real-Time Operating System b) Network Operating System c) Batch Operating System d) Mobile Operating System | K2 | CO2 |
| 5 | What is the purpose of data modelling in retail? a) Creating social media posts b) Designing pricing tags c) Structuring and organizing data for analysis d) Manufacturing products | K1 | CO3 |
| 6 | Which of the following is the first step in building an e-business design? a) Creating a mobile app b) Identifying business objectives c) Launching digital ads d) Hiring a logistics partner | K2 | CO3 |
| 7 | Which of the following is an example of retail procurement software? a) Instagram b) SAP Ariba c) Canva d) Adobe Reader | K1 | CO4 |
| 8 | Logistics 4.0 integrates: a) Manual tracking methods b) Paper-based invoicing c) IoT and AI for real-time logistics d) Only offline shipping | K2 | CO4 |
| 9 | In the retail context, BOPIS stands for: a) Buy On Pay Install System b) Bring One Pay In Store c) Buy Online, Pick Up In Store d) Balance Over Profit In Stock | K1 | CO5 |
| 10 | A major advantage of social media marketing is: a) Limited reach b) High printing costs c) Real-time customer engagement d) Delay in feedback | K2 | CO5 |

Cont...

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. | | |
| 12.a. | Explain the differences between E-Business and E-Commerce with suitable examples. | K2 | CO2 |
| | (OR) | | |
| 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. | | |
| 14.a. | Illustrate how Logistics 4.0 enhances efficiency in supply chain operations using modern technology. | K3 | CO4 |
| | (OR) | | |
| 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 |