

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(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	The benefit of integrating mobile technology with Retail Information Systems. A) Decreases the number of customer interactions B) Improves offline advertising only C) Enables real-time inventory and personalized marketing D) Limits scalability due to connectivity issues.	K1	CO1
2	Which of the following is NOT a component of a typical Retail Information System? A) Point of Sale (POS) system B) Customer Relationship Management (CRM) C) Inventory Management D) Aircraft Maintenance System	K2	CO1
3	Which component enables personalized marketing in e-business platforms? A) Network Switch B) Firewall C) Data Analytics Engine D) USB Interface	K1	CO2
4	Which of the following is an example of a B2C e-business model? A) A company selling office furniture to another company B) A customer buying shoes from Amazon C) A freelancer providing services to a corporation D) A government offering services to its citizens	K2	CO2
5	Which of the following is not a basic element of retail analytics? A) Customer segmentation B) Trend forecasting C) Product coding D) Sales analysis	K1	CO3
6	Product and price optimisation helps retailers to: A) Lower sales B) Increase profits by aligning price with demand C) Reduce inventory accuracy D) Increase product returns	K2	CO3
7	What is the function of a warehouse management system in retail? A) Marketing automation B) Social media listening C) Managing inventory, location, and movement D) Customer support	K1	CO4
8	Which is the first step in the retail purchasing process? A) Supplier evaluation B) Order placement C) Identifying the need D) Payment	K2	CO4
9	SEO stands for: A) Search Engine Operation B) Software Engine Optimization C) Search Engine Optimization D) Site Entry Option	K1	CO5
10	In affiliate marketing, who gets paid a commission? A) The customer B) The brand's CEO C) The referring partner who drives traffic/sales D) The IT department	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.	Identify three essential technological requirements for building an RIS infrastructure.	K2	CO1
	(OR)		
11.b.	Define a Retail Information System (RIS). Describe its key components.		
12.a.	Describe any three types of e-business models with appropriate real-world examples.	K2	CO2
	(OR)		
12.b.	Explain how a different organisational subsystem (HR, Finance, Marketing) interact with an enterprise information system.		
13.a.	Analyse the benefits and limitations of using open-source mobile retail applications for small businesses.	K4	CO3
	(OR)		
13.b.	Compare different types of decision support systems used in retail and their role in customer-centric strategies.		
14.a.	Compare and contrast different e-procurement models. Provide examples of businesses that benefit from each.	K4	CO4
	(OR)		
14.b.	Analyse the impact of recent technological developments on retail purchasing activities.		
15.a.	Discuss how technology-enabled CRM systems enhance customer loyalty in retail businesses.	K3	CO5
	(OR)		
15.b.	Illustrate the application of voice commerce and C-commerce in modern online retail. Give examples of platforms and use cases.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16	How does an integrated RIS help in streamlining retail supply chain and inventory management?	K3	CO1
17	Discuss the various elements of an e-business solution. How do these elements contribute to improving overall business performance?	K4	CO2
18	Critically evaluate how AI-driven analytics and decision support systems are transforming product and price optimisation in modern retail.	K4	CO3
19	Develop a retail warehouse layout and explain how a warehouse management system (WMS) improves order accuracy and customer satisfaction.	K3	CO4
20	Evaluate the effectiveness of personalised marketing in improving customer engagement and repeat purchases in e-commerce. Provide examples.	K4	CO5