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B. Voc. (Retail Management)
Fourth Semester

BIR-204: IT Application in Retail Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) What do you mean by Electronic Data Interchange?
- b) Define Mobile commerce.
- c) Use of IT in direct retailing methods.
- d) Issues concerning the use of internet in retailing.
- e) What are the influencing parameters for use of IT in retailing?
- f) Critically analyse the retailing strategies. (4x5)

UNIT – I

- II. Explain in detail the IT options available to retail in Indian context. (15)
- III. How the technology helping the retail sector in data collection and operations management? (15)
- IV. Explain in detail the benefits offered by Information technology to retail sector. (15)
- V. What is the role of computer awareness and different financial packages in retailing? (15)

UNIT – II

- VI. How Indian companies are using the information technology to expand their business? (15)
- VII. Explain the role and process of data warehousing in retail management. (15)
- VIII. "Online catalogue is a great opportunity for sellers to attract more interest to their goods". Comment. (15)
- IX. Explain e-retailing strategies. Give examples of e-retailing strategies used by Indian companies. (15)

x-x-x