TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL–015**
Course Title	**:**	**IT APPLICATION IN RETAIL**
Assignment Code	**:**	**BRL–015/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is information technology? What are its applications in retail. **(10)**

2. What is a Merchandise Management System? Explain various functions of Merchandise Management System. **(10)**

3. Define the concept of a Point of Sale (POS) system in modern retailing. Elaborate upon the key success factors essential for the successful selection, evaluation, and deployment of a Point of Sale (POS) system. **(10)**

4. What is meant by CRM? How does it differ from social CRM? **(10)**

5. **Distinguish between the following:** **(3x5)**

a) Barcode scanner and RFID
b) Business intelligence and mobile business intelligence.
c) Start of the Day (SoD) Vs. End of the Day (EoD)

6. **Write short notes on the following:** **(3x5)**

a) Magnetic Stripe Readers
b) Loyalty Management
c) Planogram

(B) Essay Type Questions

7. What is Store Atmosphere? Enumerate the main components of the "Store execution system. **(15)**

8. Explain the concept of retail business intelligence and Business analytics. Discuss the steps which are helpful to move towards advanced customer analytics. **(15)**

1. What is information technology? What are its applications in retail. (10)

Answer

Information technology (IT) refers to the use of computer hardware, software, databases, telecommunications and digital networks to collect, process, store, protect and communicate information. It converts raw facts, such as an item number or sales quantity, into useful information for timely decisions. In a retail enterprise, IT links the shop floor, warehouses, vendors, customers and management. Its importance extends beyond computers at billing counters: it helps the retailer offer the correct merchandise, in the correct quantity, at the correct place and time, while controlling cost and improving service.

Sales transactions and point-of-sale operations

A point-of-sale (POS) system records each purchase, calculates tax and discounts, accepts digital and other payments, and issues bills or digital receipts. Barcodes and product codes reduce manual entry errors. As a sale is posted, the inventory database can be updated. For example, when the last available unit of a shoe size is sold, the system can immediately alert the merchandising team. Refunds, exchanges and cash reconciliation are also documented.

Inventory and merchandise management

Integrated stock applications record inward receipts, transfers, returns, shrinkage and sales across multiple outlets. They show stock on hand and expected arrivals at the SKU (stock-keeping unit) level. Reorder points, demand forecasts and automated replenishment reduce both stock-outs and overstocking. Merchandise planners can compare category performance, product margins, seasonal trends and the age of unsold stock. Electronic records make periodic stock verification more accurate.

Supply chain and procurement

Retail IT connects purchase orders, vendors, distribution centres and stores. Electronic data interchange, supplier portals and warehouse-management systems shorten the purchasing cycle, improve delivery tracking and support receiving checks. RFID or barcode-based tracking identifies movement through the chain. Retailers use transport planning and delivery status information to keep goods available while reducing avoidable logistics costs.