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**B.M.S. COLLEGE FOR WOMEN, AUTONOMOUS**  
**BENGALURU – 560004**  
**SEMESTER END EXAMINATION – SEPTEMBER 2023**

**B.Voc. Retail Management – 4<sup>th</sup> Semester**

**ICT APPLICATIONS IN RETAIL BUSINESS**  
**(NEP Scheme 2021-22 onwards)**

**Course Code: BVRM4DSC12**  
**Duration: 2 ½ Hours**

**QP Code: 4030**  
**Max Marks: 60**

**Instructions: 1. Answer all the sections.**  
**2. Write legibly.**

**SECTION-A**

**I. Answer any FIVE of the following questions. Each question carries TWO Marks. (5X2=10)**

- What do you remember about decision support system?
- What is microprocessor?
- List out the examples that you find for computer modelling application?
- Identify different product marketing solutions
- What do you mean by augmented reality?
- How can you classify different types of hacking?
- What do you mean by voice commerce?

**SECTION-B**

**II. Answer any FOUR of the following question. Each question carries FIVE Marks. (4X5=20)**

- How would you present the primary and secondary activities of value chain reconstruction?
- What action would you take to protect your data privacy?
- How would you elaborate on methods and features of music scores?
- Discuss the objectives of retail information system.
- Discuss the pros and cons of IOT.

**SECTION-C**

**III. Answer any TWO of the following question. Each question carries TWELVE Marks.**

**(2X12=24)**

- Discuss the pros and cons of internet based business system.
- Determine the health issues related to the prolonged use of ICT.
- Elaborate on different types of AIDC Technologies.

**SECTION-D**

**IV. Answer any ONE of the following questions carries SIX Marks.**

**(1X6=6)**

- What information would you use to showcase advertising in newsletter of any one retail organization?
- Devise a chart showcasing an example for decision support system.

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