**SESSION AUG/SEPT 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER III**

**COURSE CODE &amp; NAME DRMM304 IT IN RETAIL CREDITS 4**

**Assignment Set – 1**

**1. What is E- commerce? Explain any two applications of e commerce.**

**Ans:** The applications are the key or driving force behind the success of Ecommerce i.e. one can say that using of various electronic applications is the implementation of E-commerce. The Ecommerce applications can also be

**2. Write a note on**

**A. E Security**Its Half solved only

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**Ans: So, below we are discussing some common issues related to E-Security.**

**• Phishing:** Phishing allows the hackers to takeover our system during any online service. In this the hackers try to send some fraudulent message to the user and attempts to get its (user) personal information like banking credentials, email passwords etc.

This is a

**3. Write a note on**

**A. Cryptology**

**Ans: Cryptology** is a science of encrypting and decrypting the data. In this study, we will learn about how a readable text can be converted to a cipher text (i.e. not readable or encrypted) and vice versa. It allows us to safely transmit our data in the presence of various malicious contents through multiple networks. Some time we get confused with cryptography and cryptology,

**Assignment Set – 2**

**4. Explain the retail strategies in Banking.**

**Ans: STRATEGIES FOR INCREASING RETAIL BANKING BUSINESS**

**Constant product innovation to match the requirements of the customer segments**

The customer database available with the banks is the best source of their demographic and financial information and can be used by the banks for targeting certain customer segments for new or modified product. The banks should come out with new products in the area of securities, mutual funds

**5. Explain the stages of CRM process in retail.**

**Ans:** Here, we are going to discuss that how a company can use this CRM software. The entire process is divided into certain steps, and these steps are to be followed by all the companies before going to implement CRM.

**Let’s discuss those steps:**

**• Customer**

**6. Write a note on**

**A. Demat services**

**Ans: Demat** is the accounted managed by the financial institution recognized by SEBI (Stock Exchange Board of India) This is an account used for the management of Shares. Through this account one can buy or sell the shares in stock markets. This account holds the securities in digital format. In India there are two recognized organizations responsible for the management of shares i.e., CDSL (Central Depository Services) and NSDL (National Securities