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| **SESSION** | **AUG/Sept 2023** |
| **PROGRAM** | **Master of business administration (mBA)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **DRMM304 IT IN RETAIL** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1st**

**Questions**

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

**Ans: E-commerce (Electronic Commerce):** E-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the internet. It involves various online transactions, including online retailing, electronic payments, and electronic data interchange.

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**2. Write a note on**

1. **E Security**
2. **B2B**

**Ans:A. E-Security (Electronic Security):** E-security, or electronic security, refers to the measures and practices implemented to safeguard digital information, assets, and communication from unauthorized access, disclosure, alteration, or destruction. In the context of e-commerce and digital transactions, e-security plays a critical role in ensuring the confidentiality,

**3. Write a note on**

**a. Cryptology**

**b. Digital signature**

**Ans:a. Cryptology:** Cryptology is the study of techniques and methods related to securing communication and information through the use of codes and ciphers.

**It encompasses two main branches: cryptography and cryptanalysis.**

**Cryptography:**

**Assignment Set – 2nd**

**Questions**

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

**Ans:Customer Relationship Management (CRM)** in retail involves managing interactions with customers throughout their journey with the retailer. The CRM process in retail typically encompasses various stages to acquire, retain, and enhance customer relationships.

**Here are the key stages in the CRM process in retail:**

**Customer Identification:**

**2. Explain the Retail strategies in Banking**

**Ans:Retail strategies** in banking refer to the approaches and tactics that financial institutions adopt to attract, serve, and retain individual consumers (retail customers). These strategies are designed to enhance the overall customer experience, build loyalty, and drive profitability.

**Here are key retail strategies in banking:**

**Multichannel Banking:** Banks offer multiple channels for customers to access services, including online

**3. Write a note on**

**a. Demat services**

**b. Phone banking**

**Ans:a. Demat Services:** Demat services, short for Dematerialized services, are a financial service that allows investors to hold and manage their financial securities in electronic form. The term "Dematerialization" refers to the conversion of physical share certificates and other securities into electronic or digital form.

**Here are key points**