

**<RM , 2019-21  
<Emerging Technologies in Retail>  
< RM-603>**

**Trimester – VI, End-Term Examination: February 2021**

Time allowed: 2 Hrs 30 Min  
Max Marks: 50

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write Roll No on every page of the Answer Sheet. All other instructions on the question paper / notifications should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10  Or 6*5	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			<b>50</b>

**Section A Answer any 3 questions 10X3 = 30**

1. When a user does regular online purchase in Amazon , every time he/she logs in the system, it presents the recommended list of products that may interest the user based on earlier purchases. What is this technology? Comment please (CILO1)
2. Your Retail company wants to promote corporate blogging culture to promote professionalism, increased communications and shared knowledge. Do you agree with this . Visualize various scenarios where it will help . Give answers with various examples. (CILO1)
3. Competing with fractured devotion spans and now ad-block blocking software, sponsors are being enforced to find new ways to reach consumers. We have been witnessing several ad-block programs and software being used. Google blacklists and whitelists several online ads. It's increasingly a matter of necessity, now that consumers' use of ad-blocking software has increased so much that it's expected to cost publishers nearly \$22 billion in 2015 alone. How do you foresee futuristic online advertising? Relate to with Emerging technology options available to present your answer . (CILO3)

*Happiness is the key to success. If you love what you are doing, you will be successful. Be happy for this moment. This moment is your life Wish you best of Luck !!!*

4. What are the five laws of Emerging IT and how they are applicable for developments Retail industry etc. Pick 3 laws an example and underline the application of These laws of Emerging IT in retail industry (CILO1)
5. BIMTECH COOLs center is launching online Programs for Retail sector for non campus students in a bug way. How will you explain this changes using Modified Venkatraman model. Where does it stand today and which stage will it reach? (CILO2)
6. COVID  
and lockdown has given rise to severe challenges for retail sector especially large brick and mortar stores and mega a stores. What Emerging Technology solution would you like to propose that is easy, cost effective and innovative. Describe the solution , its advantages and disadvantages . (CILO2)

**Section B****10X2 = 20**

Read the case study and answer the following questions.

- Question 7** a. Explain what business opportunity you are aiming, (CILO3) 10  
 b. Why you have selected the very technology or platform,  
 c. What is the product or services you will propose and  
 d. for which customer segments solving what all problems
- Question 8** a. What would be revenue and cost model for this . (CILO3) 10  
 b. How much investment would you need in Year 1, 2 and 3

## Case : 5 Examples Of What Post-COVID Retail Will Look Like

**Blake Morgan** Senior Contributor **CMO Network** I am a Customer Experience Futurist, Author and Keynote



GETTY

After being closed for months, retail stores around the country are starting to open. But stepping into a retail store today is dramatically different than what it was like even just a few months ago, and we'll likely see the impact

*Happiness is the key to success. If you love what you are doing, you will be successful. Be happy for this moment. This moment is your life Wish you best of Luck !!!*

for years to come. COVID permanently changed the retail world, and now brands and customers are navigating the new unknown.

Here's what retail will look like in a post-COVID world. It's nothing like we've ever seen.

**1. Boom for e-commerce.** Online sales grew nearly 50% at the peak of the pandemic as consumers stayed home but continued to shop. E-commerce will continue to see a major boost, especially now that many consumers have made online shopping part of their regular routines.

**2. Curbside reigns supreme.** One of the biggest takeaways from the COVID pandemic was the growth of curbside pickup. Many stores had already adopted BOPIS (buy online, pickup in store), and curbside takes it to the next level. Stores ranging from grocery stores to big-box retailers and specialty stores have started offering curbside pickup, and customers appreciate the safety and convenience. Curbside orders increased 208% during the pandemic, and 59% of customers say they are more likely to continue curbside pickup after the pandemic.

**3. More empathetic marketing.** We've already seen companies transition from straight selling to producing emotional and altruistic ads, and that will continue. Retailers will focus more on building relationships and doing good instead of just pushing products. .

**4. Increased automation.** Retail is about to see a major automation boom. Brands had automation in view for the future, but in many cases the timeline has been sped up to create safer and more enticing shopping environments. Automation happens in stores and on the back end. Many retailers started automating their supply chains to limit human exposure during the pandemic. It's much more efficient for a robot to fulfill orders than a human employee who has to observe social distancing. Big retailers

*Happiness is the key to success. If you love what you are doing, you will be successful. Be happy for this moment. This moment is your life Wish you best of Luck !!!*

like Amazon and Walmart are using more robots to track and clean inventory, and many smaller stores will follow suit.

**5.Balanced inventory.** Before COVID, retailers often stocked seasonal inventory far before customers would actually use it. Swimsuits went on sale in November, and school supplies hit the shelves at the beginning of summer. But stores that were closed for months now face a backlog of inventory. The short-term challenge for retailers will be to balance the inventory and get rid of the backlog of products, many of which are seasonally outdated.

*Blake Morgan is a customer experience futurist, keynote speaker and the author of the bestselling book *The Customer Of The Future*.*

Source : <https://www.forbes.com/sites/blakemorgan/2020/06/08/5-examples-of-what-post-covid-retail-will-look-like/?sh=1fc4e238524e>