

PGDM (RM)2018-20 batch
Emerging technologies in Retail
 Subject Code RM-506

Trimester – V, End-Term Examination: December 2019

Time allowed: 2 Hrs 30 Min
 Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card 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	3*10	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			50

Section A Answer all Three questions (each question has choice) (10X3)

Question 1. What do you understand from the term **SMAC**? Explain each of the technologies that make SMAC, their components and purpose relevant to retail industry. (CILO1)

OR (Alternate Question 1)

What are the 5 trends in Social Shopping? Explain the Social Media impact on the business value chain with reference to Retail Industry. What is the way to implement Social media Strategies for retail. (CILO1)

Question 2. What are the four common categories of Customer data that Retail companies collect. How does a retail company Activate and differentiate the value of data and take what benefit? Explain Dimensions of Retail Data with examples to increases sales. (CILO2)

OR (Alternate Question 2)

How Business Intelligence is used for both In -Store as well as E commerce after collecting Data? Give examples of Data Capture Map used in Retail Industry.(CILO2)

Question 3

What Is AI and its categories? How retailers are taking advantage of AI in increasing their business, give examples. Identify Key AI Trends for Retail. (CILO3)

OR (Alternate Question 3)

How Emerging technologies are going to revolutionize the retail Industry. Base your answer on the Article assigned to your group write at least 250 words essay on how these. Quote your group id and name of the Article. (CILO3)

Section B Answer both questions after reading the case (10X2)

Question 4 Identify the problems as well as opportunities issues presented in the report. Identify the main reasons behind these issues as well as factors behind the opportunities.

Question 5 Propose a solution/ recommendation using Emerging technologies to address these. The technologies used should be SMAC, AI and IoT.

Case : Rural e-commerce: The untapped potential (Source EY report 2019)

It is estimated that by year 2021, the number of internet users in India using local languages will be 536 million, exceeding the internet users using English. Additionally, the number of consumers residing in rural areas will be higher than urban and semiurban areas. The rural e-tail market presents US\$10b-US\$12b opportunity for e-commerce firms in the next four years. This can be attributed to the rising household incomes leading to an increase in consumption expenditure, diversified income sources from non-agricultural activities, positive agricultural outlook, increase in internet penetration, high propensity to spend and rising number of nuclear families in rural India.

The internet penetration in rural India will be as high as 45% in 2021 from the present penetration of only 18%. The challenges which were hampering the e-commerce presence in rural India are slowly vanishing. The ever-decreasing prices of smartphones and internet accessibility, rising internet speed, push from government and private players for digital literacy underline the hypothesis that e-commerce industry will establish its wide network in rural India in the next to three to four years. Users who use Indian local languages are rising steadfastly and companies are equipping themselves with speech-recognition technologies, working on platforms that support major local Indian languages.

Financial enablement for rural customers by Jan Dhan Yojna has opened up new customer segments for growth. 285 million new accounts were opened and US\$644m were added in the form of new deposits[18]. Aadhaar-enabled payment solutions using credit cards, debit cards, automated teller machines (ATMs) and point of sale (PoS) machines can make banking in rural India a costly proposition

Digital skilling initiatives by government and private sector using Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) has set the target to educate 60 million rural households by March 2019. The vision is to empower at least one person per household with digital literacy by 2020. Besides the government, private sector companies are participating in digital skilling of India.

The journey to rural market doesn't come without challenges. Heterogeneity of the requirements of a rural consumer, lack of trust of online transactions, cheaper products offline and absence of platforms in local languages, digital illiteracy and a market that is highly-dependent on touch-and-feel are the biggest roadblocks in reaching and gaining the trust of a rural consumer. However, certain companies are making inroads in clearing some of these hurdles and paving their way to the rural consumers. Companies like Shopclues, IPay India, Inthree, StoreKing, One Bridge, Connect India, etc. are making strides at selling in the rural market. Their initial success is an indication of the fact that rural market has a huge potential and requires more effort to satiate the needs for products. Adding to that, the rising number of new users for e-commerce giants such as Amazon and Flipkart from rural India reflect the potential picture of the vast opportunity that lies in rural India.