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MBA

(SEM IV) THEORY EXAMINATION 2017-18

RETAILING AND DISTRIBUTION MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Be precise while writing your answers.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a. What are the advantages of E-Tailing?
b. What are the issues in Automatic Vending Machines?
c. Briefly discuss "value chain" and its importance.
d. Differentiate between wholesaler and a retailer.
e. What is target market?
f. What do you understand by logistics management?
g. Write down characteristics of visual merchandise management
h. Write four important quality standards used as tools to control retail inventory?
i. What is brand and define its role in Retail Management?
j. What do you mean by Intermediary Empowerment?

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SECTION B

2. Read the following case study carefully and answer the questions at the end: 10 x 3 = 30

Bharti group of Industries has tied up with an International retail chain 'WALMART' to open various cash and carry stores in wholesale segment. To start with, they have opened their first store in Amritsar (Punjab) and now are gradually expanding to other important Tier I and Tier II cities across India. They have appointed you as a consultant to advise them in various decision areas involved in Retail Management and want to seek your advise to ensure success of their operations.

Questions:

a. What are the merchandise management decisions involved and what advise you will give for category management and planning?
b. What performance measures you will suggest to measure the performance of their retail outlets?
c. What Human Resource issues are involved and how these Human resources functions can be addressed? Give a brief account of them?

SECTION C

3. Attempt any *one* part of the following: 10 x 1 = 10

(a) What are different types of retail formats? And also explain the factors influencing retail formats and location.

(b) Discuss the various inventory management tools and techniques. Elucidate the importance of „inventory management and replenishment" strategies in retailing?

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4. Attempt any *one* part of the following: 10 x 1 = 10

(a) What is the difference between service retailing and product retailing? Explain with an example related to retailing in India.

(b) What is retail strategy? And explain the strategic retail planning process.

5. Attempt any *one* part of the following: 10 x 1 = 10

(a) What are the factors which play a significant role in the location choice of a particular store in a particular city?

(b) By taking case of any car-manufacturer/assembler in India, discuss the objectives and functions of logistics management. How will Logistics Information System and order processing help in gaining competitive advantage in this case?

6. Attempt any *one* part of the following: 10 x 1 = 10

(a) "The organized formats in the Indian retail market have been increasing over the last – decade." what are the emerging trends in organized retailing and its importance in Indian economy?

(b) Briefly write about the objectives and strategies of pricing in retail?

7. Attempt any *one* part of the following: 10 x 1 = 10

(a) Discuss the emerging trends and challenges ahead of Indian retail industry.

(b) Explain the meaning of the followings – (i) Merchandise, (ii) Formats of Retailing, (iii) Warehousing, (iv) Channel Conflicts and (v) Bullwhip Effect

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