Printed Pages:02 **Sub Code: NMBAMK03**

Paper Id: 270217 **Roll No.** | | | | | | | | | | |

MBA

(SEM IV) THEORY EXAMINATION 2018-19

RETAILING AND DISTRIBUTION MANAGEMENT

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

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

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

a What do you mean by retailing?
b. What is meant by distribution in marketing?
c. How distribution management meets Place value?
d. What is Disintermediation?
e. Define the term 'warehousing'?
f. How cybermediary is important in distribution management?
g. What is sorting?
h. How hypermarket is different from convenient store?
i. What are the different flows in logistics chain?
j What do you mean by inbound logistics system?

SECTION B

2. Attempt any *three* of the following: 10x3=30

a. What do you mean by value chain? Explain the role of marketing intermediaries in value addition in value chain.
b. "Multiple channel system is essential these days". Discuss.
c. Briefly explain the causes and remedies of Bulwhip effect.
d. Discuss the Pull and Push strategies of distribution management.
e. "E-commerce is the future of retailing". Comment.

SECTION C

3. Attempt any *one* part of the following:

a. Briefly discuss the importance and functions of retailers in distribution management.
b. Explain the importance of information flow in logistics management with example.

4. Attempt any *one* part of the following:

a. How much inventory planning is important in distribution management? Explain.

b. What is channel conflict? How does it affect the performance of distribution management? Explain with example.

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5. Attempt any *one* part of the following:

a. Analyze the various factors responsible for the success of modern retailing in India.
b. Briefly explain the functions of warehouses in India.

6. Attempt any *one* part of the following:

a. "Unethical practices in distribution management can damage the smooth functioning of business". Discuss
b. Discuss the role of small kirana stores in Indian economic development.

7. Attempt any *one* part of the following:

a. What do you mean by integrated logistics system? Discuss its strategic role in the context of Indian business environment.
b. Discuss the merits and demerits of 'WWW' format of retailing from customers' perspective in India.

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