

E 1682

(Pages : 2)

Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2016**

**Sixth Semester**

**Choice Based Core Course—DISTRIBUTION MANAGEMENT – SUPPLY CHAIN LOGISTICS  
AND RETAIL**

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.  
1 mark each.*

1. What are Strategic alliances ?
2. What is meant by logistic drivers ?
3. What is Warehousing ?
4. What is Fleet size ?
5. What is supply chain ?
6. What do you mean by downstream customer demands ?
7. What is depleted inventory ?
8. What is TQM ?
9. What is retailing ?
10. What is mall design ?

(10 × 1 = 10)

**Part B**

*Answer any eight.  
2 marks each.*

11. What is retail audit ?
12. What is distribution management ?
13. What is outsourced transportation ?
14. What is retail marketing mix ?
15. What is zoning in mall management ?
16. What is the difference between a value chain and a supply chain ?
17. What is customer managed inventory ?
18. What do you mean by channel partners ?

**Turn over**

19. What is order fulfillment ?
20. What is technology transfer ?
21. What are flexible manufacturing systems ?
22. What is full service retail store ?

(8 × 2 = 16)

**Part C**

*Answer any six.  
4 marks each.*

23. Bring out the drivers of SCM.
24. Discuss the performance management in SCM.
25. Describe the fundamentals of SCM.
26. What are the forms of strategic alliances ?
27. Explain how the mode of transportation is selected.
28. Discuss the objectives of TQM.
29. What are the benefits and drawbacks of organised retailing ?
30. What is outsourcing ? How is it different from strategic alliances ?
31. Bring out the concepts in mall design.

(6 × 4 = 24)

**Part D**

*Answer any two.  
15 marks each.*

32. Explain the growth of retailing in India.
33. Discuss the supply chain strategies.
34. Bring out the supply chain inventory models.
35. Explain the types of retailing in India.

(2 × 15 = 30)