

**E 5997**

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Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**

**Sixth Semester**

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

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.  
Each question carries 1 mark.*

1. What is meant by value chain ?
2. What are supply chain drivers ?
3. What is outsourcing ?
4. What is strategic planning ?
5. What is build-to-stock ?
6. What is retailing ?
7. What do you understand by “reverse flows in supply chain” ?
8. What is point-of-sale data ?
9. What are shopping malls ?
10. What are in-store-displays ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions.  
Each question carries 2 marks.*

11. What is retail experience ?
12. How will you measure efficiency in SC ?
13. What is multi-level marketing ?
14. What is distribution management ?
15. What is merchandise assortments ?
16. What is meant by positioning a mall ?
17. What is inbound logistics ?
18. What is lean manufacturing ?

**Turn over**

19. What is traffic management ?
20. What is fleet sizing and configuration ?
21. What is strategic alliance ?
22. What is retail price index ?

(8 × 2 = 16)

### Part C

*Answer any six questions.  
Each question carries 4 marks.*

23. Discuss the importance of SCM.
24. Explain the role of transportation in SCM.
25. Bring out the factors influencing malls.
26. Explain the obstacles in supply chain.
27. Discuss the scope of retailing.
28. Explain the modes of transportation with their relative advantages and disadvantages.
29. Explain the methods to maintain relationships in retailing.
30. Bring out the types of strategic alliances.
31. Explain the methods to measure supply chain performance.

(6 × 4 = 24)

### Part D

*Answer any two questions.  
Each question carries 15 marks.*

32. Explain retail market segmentation.
33. Describe the supply chain process.
34. Explain the models of supply chain inventory management.
35. Discuss the types of retail formats.

(2 × 15 = 30)