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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2018

Sixth Semester

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

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

Define :

1. Inventory.
2. Production sites.
3. Transportation.
4. Menu pricing.
5. Strategic alliances.
6. Mall design.
7. Retail management.
8. Product life cycle.
9. Fleet size.
10. Customer traffic.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

Write notes on :

11. Retail experience.
12. Zoning.
13. Merchandise.

Turn over

14. Retail audit.
15. Bar codes.
16. Channels of distribution.
17. Package carrier.
18. Outsourcing.
19. Reverse logistics.
20. Customer service management.
21. Make to order.
22. Outbound logistics.

(8 × 2 = 16)

Part C

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

23. Discuss the importance of SCM.
24. Explain the supply chain performance measures.
25. What are the merits and demerits of outsourcing ?
26. Discuss the key drives in transportation.
27. Bring out the scope of retailing in Indian scenario.
28. Explain the traditional business models in Indian Retail.
29. Explain the factors evaluated in Retail Audit.
30. Discuss the four Ps of retail marketing.
31. Describe the major drivers of SCM.

(6 × 4 = 24)

Part D

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

32. Explain the supply chain process.
33. Explain the modes of transportation with their relative merits and demerits.
34. Bring out the types of retailing.
35. Compare and comment on organised and unorganised retailing in India.

(2 × 15 = 30)