MB-122B

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, June - 2023
(Non - CBCS) (SLM Scheme)
MANAGEMENT (Elective - B)
Retailing and Supply Chain Management

Time : 3 Hours **Max. Marks : 80**

SECTION-A

Answer any five sub-questions. Each sub-question carries Three marks.[5 × 3 = 15]

1) a) What is retail pricing?

b) Define MOB.

c) What do you mean by Supply Chain restructuring?

d) Define strategic sourcing.

e) What is retail information Systems?

f) What is Index of retail Saturation?

g) Define retail planning.

SECTION-B

Answer any Four sub-questions. Each question carries Five marks. [4 × 5 = 20]

2) Briefly explain the emerging trends in retailing.

3) Give an accounting the threats of organised & unorganised retailing.

4) Bring out the challenges in retailing.

5) Briefly explain the drivers of Supply Chain Management.

6) Explain the Dimension of customer value in Supply Chain Management.

7) What are the Branding aspects in retailing?

SECTION-C

Answer any Three questions. Each question carries Ten marks. [3 × 10 = 30]

8) Explain the Customer Management in retailing.

9) Describe the Supply Chain Process in detail.

10) Discuss the various retail formats.

11) Discuss the Scenario of retailing in rural sector.

12) Explain the Impact on Environment on retailing in India.

SECTION-D

13) Case (Compulsory): [1 × 15 = 15]

SLR a Small Speciality Chemical Company Located at Bengaluru, manufactured a variety of products for coating metals for corrosion prevention. All products were produced at a Single location the distribution patterns were as follows.

All shipments that could be made in full truck load quantities were to be shipped directly from plant to customers. All large customers orders, the top 10% of the company volume were also shipped direct to customer from the plant. The remainder of the product line, with its small shipment sizes, was to be shipped out of 2 strategically located warehouses (Chennai & Hydrabad) as well as from the indore plant. This arrangement saved 20% of companies distribution cost.

Questions :

a) According to you what might be the reason for such company strategy of distribution.

b) Do you agree their strategy? If No, what possible improvements can be done?

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