MB122B

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

Fourth Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (Non - CBCS)
MANAGEMENT
Elective - B : Marketing
Retailing and Supply Chain Management

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

Instruction : ***Answer all the Sections.***

SECTION - A

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

Q1) a) Identify the functions of Retailers.

b) What are the factors influencing retailors shopping behaviour?

c) Identify the role of culture in retail management.

d) What is index of retail saturation?

e) What are the factors influencing outsourcing?

f) What is Supply Chain restructuring?

g) Differentiate between reverse supply chain and agro supply chain.

SECTION - B

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

Q2) Write a note on global retailing.

Q3) What are the problems of retailing?

Q4) Explain merchandizing management.

Q5) Explain the scope and objectives of supply chain management.

Q6) Examine the role of IT in supply Chain.

Q7) Write a note on strategic sourcing.

SECTION - C

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

Q8) How the government policies affect the retailing scenario in India?

Q9) Identify and explain the factors affecting retail pricing.

Q10) How do you develop suppliers for an effective supply chain management?

Q11) Examine the threats of organized retailors on unorganized retailors.

Q12) How supply chain management can build trust and relation with partners?

SECTION - D

Q13) **Case (Compulsory)** **[1 × 15 = 15]**

Reliance Retail, a subsidiary of Reliance Industries Limited, was established in 2006. It is part of the conglomerate led by Mukesh Ambani and has grown rapidly to become a dominant force in the Indian retail market. Reliance Retail operates various store formats, including hypermarkets (Reliance Fresh), supermarkets, speciality stores, and e-commerce platforms.

India's retail market is diverse, with a mix of traditional kirana stores (mom-and-pop shops) and modern retail outlets. The sector has seen significant growth, driven by rising disposable incomes, urbanization, and changing consumer preferences. However, it also faces challenges such as supply chain inefficiencies, regulatory hurdles, and intense competition.

Despite of these challenges Reliance retail is growing where as many other super markets like big bazaar, spencers, started before had to close their doors

Questions :

a) What, you thinks, are the reasons for the failure of many super marketing in India?

b) Identify the factors which led to success of reliance.

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