

**E 9327**

(Pages : 2)

Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2020**

**Sixth Semester**

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

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

Define :

- |                              |                          |
|------------------------------|--------------------------|
| 1. Cross-functional drivers. | 2. Job lot storage.      |
| 3. Supply chain.             | 4. Product life cycle.   |
| 5. Strategic alliance.       | 6. Multilevel marketing. |
| 7. Department stores.        | 8. Mall positioning.     |
| 9. Relationship marketing.   | 10. Brand equity.        |

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What is value based pricing ?
12. What is organised retailing ?
13. What is multi-segmenting ?
14. What is retail experience ?
15. What is customer loyalty ?
16. What are kirana stores ?
17. What is safety stock ?
18. What is order processing ?
19. What is batch production ?

**Turn over**

20. What is order-to-delivery lead time ?
21. What is backorder level ?
22. What do you mean by fourth party logistics provider ?

(8 × 2 = 16)

### Part C

*Answer any six questions.*

*Each question carries 4 marks.*

23. Write down the factors influencing mall establishments.
24. Discuss the importance of TQM in retailing.
25. Bring out the role of retailing in distribution of goods and services.
26. Explain the factors to be considered in selecting the mode of transportation.
27. Explain how value chain analysis helps in achieving competitive advantage ?
28. Explain the supply chain process.
29. Discuss the advantages and disadvantages of strategic alliances.
30. Explain the importance of distribution management in supply chain.
31. Explain Retail audit.

(6 × 4 = 24)

### Part D

*Answer any two questions.*

*Each question carries 15 marks.*

32. Explain the relationship building exercises in retailing.
33. Describe the supply chain inventory models.
34. Explain the types of retailing.
35. Discuss the major drivers of SCM.

(2 × 15 = 30)