

Total No. of Questions : 13] [Total No. of Printed Pages : 3

DQ-20

M.B.A. IVth Semester (New/Ex.)

Examination, 2019

Retail Merchandising & Supply Chain Management

Paper - FSR-4

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt any Four questions from section A and any three questions from section B.

SECTION - 'A'

4×8=32

Short Answer Type Questions

Note :- Each questions carry equal 8 marks.

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(1)

P.T.O.

1. Examine the steps involved in the selection of a store Location.
2. What are the enabling components of category Management and how do they facilitate category management decision.
3. How do retailers Plan their assortments and determine the appropriate Inventory levels.
4. Differentiate between Retail supply chain and Manufacturing supply chain.
5. Explain the direct store delivery Process ? what are its advantages.
6. Discuss supply chain issues in FMCG sector along with suitable example.
7. Explain how the Bullwhip effect relates to the lack of co-ordination in the supply chain ?
8. How do you manage retail space effectively ? illustrate with suitable example.

SECTION - 'B'

3×16=48

Long Answer Type Questions

Note :- Each question carry 16 marks.

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(2)

9. Explain the need and importance of visual merchandising in a retail outlet. Also briefly discuss the various tools used for visual merchandising.

10. Explain the objectives of merchandising what are the considerations a retailer should keep in mind while merchandise Planning. <http://www.onlinebu.com>

11. What is retail replenishment? How information technology helps in retail distribution and replenishment.

12. Discuss the various supply chain strategies for retail industries.

13. Discuss the role of e-business in supply chain and explain the impact of e-business can have on supply chain Performance.



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