

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :
SUMMER - 2019**

**SUBJECT: SUPPLY CHAIN MANAGEMENT IN RETAILING
(RETAIL MANAGEMENT)**

Day: Wednesday
Date: 08/05/2019

S-2019-2229

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in **SAME** answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Explain how demand and supply is managed in supply chain of retail business.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Describe the important factors which influence distribution network in modern retailing.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Explain logistics system analysis with suitable examples.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Explain pricing and revenue management for multiple customers in retail business.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Process view
- b) Supply chain network
- c) Modes of transportation

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Describe the role of Information Technology (IT) in Supply Chain Management (SCM) of retail organization.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Describe supply chain drivers in retail firm with suitable examples.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

“Effective supply chain management leads to organizational growth”. Comment.
