



(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 270407**

Roll No.

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**M. B. A.**

(SEM. IV) THEORY EXAMINATION, 2014-15  
**RETAILING & DISTRIBUTION MANAGEMENT**

Time : 3 Hours]

[Total Marks : 100

**Note :** Attempt questions from each section as per instructions.

**SECTION - A**

1. Attempt any four parts of the following : 5×4=20
- (a) What are Market Intermediaries?
  - (b) What is meant by Horizontal Marketing System?
  - (c) Explain the concept of Warehousing.
  - (d) What are the functions of a retailer?
  - (e) Differentiate between Merchant and Agent Middlemen.
  - (f) Explain the concept of Logistics Management.

**SECTION - B**

2. Attempt any two parts of the following : 15×2=30
- (a) What do you understand by a Channel of Distribution? Discuss the considerations while designing a channel of distribution.
  - (b) What is meant by Channel Conflict? Discuss various types of channel conflicts.
  - (c) Describe the evolution and growth of Organized Retailing in India.

**SECTION - C**

Attempt all questions of this section. 10×5=50  
Each question carries 10 marks :

- 3 What is Distribution? Explain the growing importance of distribution as an element of marketing mix.

**OR**

What do you understand by Vertical Marketing System? Describe the various types of vertical marketing systems.

- 4 What are IT-enabled distribution systems? Describe the framework for the adoption of IT-enabled distribution systems.

**OR**

What are Partnering Channel Relationships? Discuss the stages of partnering channel relationships.

- 5 What are Market Logistics decisions? How can a marketer gain competitive advantage through these decisions? Explain.

**OR**

What is inventory Management? Describe various techniques of Inventory Control.

- 6 Why has retailer emerged as a leader in the marketing channel? Explain.

**OR**

Briefly describe different types of retail formats prevailing in India.

- 7 Write a note on any one of the following.
- (a) Multi-channel Marketing System
  - (b) Non-store Retailing.