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MBA

**(SEM IV) THEORY EXAMINATION 2018-19
RETAILING AND DISTRIBUTION MANAGEMENT****Time: 3 Hours****Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 10 = 20**

- a. What do you mean by retailing?
- b. What is meant by distribution in marketing?
- c. How distribution management meets Place value?
- d. What is Disintermediation?
- e. Define the term 'warehousing'?
- f. How cybermediary is important in distribution management?
- g. What is sorting?
- h. How hypermarket is different from convenient store?
- i. What are the different flows in logistics chain?
- j. What do you mean by inbound logistics system?

SECTION B**2. Attempt any three of the following: 10x3=30**

- a. What do you mean by value chain? Explain the role of marketing intermediaries in value addition in value chain.
- b. "Multiple channel system is essential these days". Discuss.
- c. Briefly explain the causes and remedies of Bulwhip effect.
- d. Discuss the Pull and Push strategies of distribution management.
- e. "E-commerce is the future of retailing". Comment.

SECTION C**3. Attempt any one part of the following:**

- a. Briefly discuss the importance and functions of retailers in distribution management.
- b. Explain the importance of information flow in logistics management with example.

4. Attempt any one part of the following:

- a. How much inventory planning is important in distribution management? Explain.
- b. What is channel conflict? How does it affect the performance of distribution management? Explain with example.

5. Attempt any *one* part of the following:

- a. Analyze the various factors responsible for the success of modern retailing in India.
- b. Briefly explain the functions of warehouses in India.

6. Attempt any *one* part of the following:

- a. “Unethical practices in distribution management can damage the smooth functioning of business”. Discuss
- b. Discuss the role of small kirana stores in Indian economic development.

7. Attempt any *one* part of the following:

- a. What do you mean by integrated logistics system? Discuss its strategic role in the context of Indian business environment.
- b. Discuss the merits and demerits of ‘WWW’ format of retailing from customers’ perspective in India.