

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2025
(Fifth Semester)

Branch – **COMMERCE (RETAIL MARKETING)**

MAJOR ELECTIVE COURSE – I: RETAIL SUPPLY CHAIN MANAGEMENT

Maximum: 50 Marks

Time: Three Hours

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

1. What distinguishes the retail supply chain from the manufacturing supply chain?
 - i) Focus on raw material procurement
 - ii) Direct interaction with end consumers
 - iii) Emphasis on production efficiency
 - iv) Limited focus on inventory management
2. In retail pricing, which factor is crucial for managing pricing strategies effectively?
 - i) Seasonal trends
 - ii) Global economic policies
 - iii) Competitor pricing
 - iv) Supplier discounts
3. Which IT solution is essential for optimizing retail distribution and replenishment?
 - i) Enterprise Resource Planning (ERP)
 - ii) Customer Relationship Management (CRM)
 - iii) Human Resource Management (HRM)
 - iv) Document Management System (DMS)
4. Which strategy is essential for effective multi-channel retailing?
 - i) Centralized order management
 - ii) Exclusive product lines
 - iii) Single-channel marketing
 - iv) Fixed pricing
5. Which of the following is a characteristic of e-tailing?
 - i) Physical store presence
 - ii) In-store customer assistance
 - iii) Online sales and transactions
 - iv) Cash-and-carry formats

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

6. a) Define Strategic retail supply chain management.
(OR)
b) What is Manufacturing supply chain management?
7. a) Show different types of merchandising.
(OR)
b) How to managing retail pricing?
8. a) Explain the Direct Store Delivery (DSD).
(OR)
b) Narrate the causes of Managing Retail Shrinkage.
9. a) Describe the Retail Loyalty Programme.
(OR)
b) Justify the methods of Merchandise procurement.
10. a) Out lint the challenges of Airport retailing.
(OR)
b) Explain the rural retail formats.

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

11. State the Operational and Execution view of retail supply chain management.
12. Describe the retail product life cycle management.
13. Explain the functions and challenges of retail logistics.
14. Examine the effectiveness of retail customer relationship management.
15. How do emerging retail technologies, such as RFID, retail ERP, and retail analytics, influence modern retail operations? – Discuss.

Z-Z-Z

END