

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)**

Branch – COMMERCE (RETAIL MARKETING)

MAJOR ELECTIVE COURSE – I: RETAIL SUPPLY CHAIN MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the primary focus of a retail supply chain? a) Reducing production costs b) End-customer demand fulfillment c) Optimizing factory layout d) Maximizing wholesale purchases	K1	CO1
	2	Which type of demand primarily drives the retail supply chain? a) Supply-driven (push-based) b) Economies of scale c) Demand-driven (pull-based) d) Price elasticity	K2	CO1
2	3	What is the primary benefit of merchandising in retail? a) Increased employee satisfaction b) Improved customer experience c) Enhanced product visibility and sales d) Reduced operational costs	K1	CO2
	4	What type of merchandising involves creating and selling products under a retailer's own brand name? a) National branding b) Private labeling c) Co-branding d) Licensing	K2	CO2
3	5	What is the primary goal of retail replenishment? a) To reduce inventory costs b) To increase sales revenue c) To ensure product availability d) To improve supply chain efficiency	K1	CO3
	6	What does DSD stand for in retail distribution? a) Direct Store Delivery b) Dynamic Supply Delivery c) Distributed Store Delivery d) Demand-Sensitive Delivery	K2	CO3
4	7	What is the primary goal of retail sourcing? a) To reduce costs b) To improve product quality c) To ensure timely delivery d) All of the above	K1	CO4
	8	What is green sourcing in retail? a) Sourcing products from environmentally friendly suppliers b) Sourcing products at the lowest cost c) Sourcing products from local suppliers d) Sourcing products with the latest technology	K2	CO4
5	9	What is the primary difference between B2C and B2B retail formats? a) Product offerings b) Target market c) Pricing strategy d) Distribution channels	K1	CO5
	10	What is RFID technology used for in retail? a) Inventory management b) Payment processing c) Customer tracking d) All of the above	K2	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Differentiate Retail Supply Chain vs. Manufacturing Supply Chain (OR)	K2	CO1
	11.b.	Explain about Retail Supply Chain Management (RSCM)		
2	12.a.	Explain the concept of product life cycle management in retail. (OR)	K3	CO2
	12.b.	Describe the benefits of private labeling for retailers.		
3	13.a.	Explain the concept of retail shrinkage and its impact on retailers. (OR)	K3	CO3
	13.b.	Describe the role of logistics service providers in retail distribution		
4	14.a.	Explore the importance of measuring the effectiveness of retail CRM. (OR)	K3	CO4
	14.b.	Examine the benefits of green retailing		
5	15.a.	Explain the concept of retail analytics and its importance in retail decision-making. (OR)	K4	CO5
	15.b.	Describe the benefits of mobile applications in retail.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the challenges and strategies for managing retail pricing.	K2	CO1
2	17	Elaborate the concept of merchandise budgeting and its importance in retail management.	K3	CO2
3	18	Explain the importance of managing retail logistics and distribution in the retail industry.	K4	CO3
4	19	Examine the challenges and opportunities of global sourcing in retail.	K3	CO4
5	20	Sketch out the role of technology in modern retailing.	K4	CO5