

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE (RETAIL MARKETING)

RETAIL SUPPLY CHAIN MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. The purpose of Supply chain management is
 - (i) Provide customer satisfaction
 - (ii) Improve quality of a product
 - (iii) Integrating supply and demand management
 - (iv) Increase production
2. Which of the following doesnt affect supply chain process?
 - (i) More competition in market
 - (ii) Less number of suppliers
 - (iii) Increased opportunities
 - (iv) Longer product lifecycles.
3. The initial stage of the supply chain process is the _____
 - (i) Sourcing stage
 - (ii) Organising stage
 - (iii) Planning stage
 - (iv) Directing stage
4. In supply chain management, inspection, scrap and repair are examples of _____
 - (i) Societal costs
 - (ii) External costs
 - (iii) Cost of dissatisfaction
 - (iv) Internal costs
5. Logistics is the part of supply chain involved with the forward and reserve flow of
 - (i) Goods
 - (ii) Service
 - (iii) Cash
 - (iv) All of these
6. The products that are distributed widely and have a lengthy supply chain
 - (i) High prestige brand
 - (ii) Convenience
 - (iii) Jet aircraft
 - (iv) Automobiles
7. The practice of selling merchandise on more than one sales channel is _____
 - (i) Direct retailing
 - (ii) Multi channel retailing
 - (iii) Omni channel retailing
 - (iv) In-store retailing
8. Efficient management of orders by online and offline retailers is
 - (i) Business management
 - (ii) Order management
 - (iii) Sourcing management
 - (iv) Merchandising management
9. The technology which uses alpha numeric information encoded for identification of products is _____
 - (i) RFID
 - (ii) Bar code
 - (iii) Tags
 - (iv) Tracker
10. OLX is an example of _____
 - (i) B2B
 - (ii) B2C
 - (iii) C2B
 - (iv) C2C

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11. (a) State and explain the element of marketing mix that deals with supply chain management.
- OR
- (b) Compare Retail Supply chain Management and Retail Logistics.
12. (a) State the benefits of merchandising,
- OR
- (b) Explain the factors to be considered in retail pricing.
13. (a) Explain the need for retail warehousing.
- OR
- (b) State the challenges faced in retail transport.
14. (a) Bring out the advantages of multi channel retailing.
- OR
- (b) Explain the order management functions.
15. (a) Briefly explain about the B2C retail chain formats.
- OR
- (b) State the need for bar code and QR codes.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16. Discuss the importance of Retail Supply Chain Management.
17. Enumerate the Retail product life cycle management.
18. Explain the different types of retail replenishment models.
19. Discuss the retail return and reverse logistics process.
20. "Companies make best use of information to increase their internal efficiency and increase their responsiveness to external supply chain partner to gain customers and profit" Discuss.

Z-Z-Z

END