

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024  
(Sixth Semester)

Branch – COMMERCE (RETAIL MARKETING)

RETAIL SUPPLY CHAIN MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What is the primary focus of tactical decisions in retail supply chain management?  
i) Long-term planning                      ii) Day-to-day operations  
iii) Overall strategy                        iv) Technology implementation
- 2 What is the primary purpose of merchandise budgeting in retail?  
i) Setting advertising budgets  
ii) Determining store layout  
iii) Allocating financial resources to product categories  
iv) Managing employee schedules
- 3 What is the primary purpose of Direct Store Delivery (DSD) in retail?  
i) Minimizing transportation costs      ii) Reducing lead times  
iii) Enhancing product freshness        iv) Streamlining warehousing processes
- 4 What is the primary goal of a retail loyalty program?  
i) Increasing product prices              ii) Attracting new customers  
iii) Enhancing customer retention        iv) Expanding product variety
- 5 What is a common characteristic of organized B2B cash and carry formats?  
i) Small store footprint                    ii) Direct sales to consumers  
iii) Membership-based purchasing        iv) Limited product varied

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. Explain the concept of a Supply Chain and its significance in the context of Retail Operations.  
OR  
b. Differentiate between Supply Chain Management and Logistics Management.
- 7 a. Describe Merchandising in the context of Retail. Provide three key Objectives.  
OR  
b. Define the concept of the Retail Product Life Cycle.
- 8 a. Define Retail Distribution and explain its significance.  
OR  
b. Narrate the role of Information Technology (IT) in Retail Distribution and Replenishment.

Cont...

9. a. What is Green sourcing and how does it contribute to sustainable Retail Practices?  
OR  
b. Define Retail Customer Relationship Management (CRM) and highlight its significance in the Retail Industry.

10. a. Explain the classification of Retailers based on Ownership. Provide an example for each classification.  
OR  
b. Define Airport Retailing and its significance in the Retail Landscape. Provide three examples of Products Commonly sold in Airport Retail Stores.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a. Explain the Strategic, Tactical, and Operational Levels in Retail Supply Chain Management?

OR

- b. Enumerate the role of Logistics in the Retail Supply Chain and Emphasizing its Impact on Inventory Management.

- 12 a. Discuss the Merchandising Hierarchy within a Retail Organization.

OR

- b. Elaborate on the Impact of external factors (e.g., Economic changes, Competition) on the Retail Pricing Life Cycle.

13. a. Discuss the advantages and challenges associated with implementing DSD in the Retail Supply Chain.

OR

- b. Explain the considerations of Retailers selection modes of transportation for different types of Products. How can a well-designed Transport Strategy contribute to Sustainability in Retail?

- 14 a. Discuss the concept of Green Retailing. How can Retail CRM systems support communication and marketing in green retailing?

OR

- b. Analyze the Impact of E-commerce and changing Consumer Expectations on Retail sourcing trends.

- 15 a. Highlight the Advantages and Challenges of operating different organized B2C retail chain formats.

OR

- b. Discuss the role of Retail ERP systems in integrating various Business processes within a Retail organization. How does it enhance operational efficiency?

Z-Z-Z

END