

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022  
(Fifth Semester)

Branch – LOGISTICS

RETAIL LOGISTICS AND E COMMERCE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Retailing is a marketing function which \_\_\_\_\_  
(i) Sells products to other business  
(ii) Sells products to a company that resells them.  
(iii) Sells products to final consumers  
(iv) Sells products for one's own use
2. Packaging performs two functions. \_\_\_\_\_ And logistics.  
(i) Distribution (ii) Store keeping  
(iii) Material handling (iv) Marketing
3. \_\_\_\_\_ is an early form of E-commerce  
(i) SCM (ii) EDI  
(iii) Both (i) & (ii) (iv) None of these
4. \_\_\_\_\_ is a function of E commerce.  
(i) Marketing (ii) Supply Chain  
(iii) Finance (iv) All of the above
5. Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce  
(i) B2B (ii) B2C (iii) P2P (iv) C2B
6. In retailing there is a direct interaction with\_\_\_\_\_  
(i) Producer (ii) customer  
(iii) Wholesaler (iv) all of these
7. Eureka Forbes is popular for its strategy of.  
(i) Personal selling (ii) Sales promotion  
(iii) Advertisement (iv) Direct marketing
8. The functions of management start with  
(i) Buying (ii) Planning (iii) organizing (iv) Supervising.
9. \_\_\_\_\_ is not a major type of electronic commerce.  
(i) Consumer to Business (ii) Business to Consumer  
(iii) Business to Business (iv) Consumer to Consumer
10. \_\_\_\_\_ is not an example of E-Commerce Platform  
(i) Amazon Pantry (ii) Reliance Smart  
(iii) Flipkart (iv) DMart Ready

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. a Explain the role of retail logistics ?

OR

b Determine the supply chain management ?

Cont.....

12. a Explain the classification of assembling and labeling at multi storage points ?  
OR  
b Analyze packing and packaging with suitable examples?
13. a Discuss the reverse logistics management?  
OR  
b Discuss the types of reverse logistics ?
14. a Determine the types of order processing?  
OR  
b Illustrate the usage of E-Commerce?
15. a Explain in detail about B2B and B2C In E- Commerce ?  
OR  
b State the usage of CRM Application in Online Trading?

**SECTION -C (30 Marks)**

Answer any **THREE** questions  
**ALL** questions carry **EQUAL** Marks (3x 10=30)

16. Classify the importance of logistics and supply chain management in recent days?
17. Enumerate the functions in Retail Marketing?
18. Explain the key factors in Reverse logistics?
19. Elucidate the order processing with suitable examples?
20. Justify the types of Business in E-Commerce?

Z-Z-Z

END