

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022
(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. A supply chain which includes the distribution of finished product and service?
(i) Outbound logistics (ii) Inbound logistics
(iii) Supply of goods (iv) Transportation
2. The purpose of supply chain management is
(i) Provide customer satisfaction
(ii) Improve quality of a product
(iii) Integrating supply and demand management
(iv) Increasing production
3. Logistics is the part of supply chain involved with the forward and reverse flow of
(i) Goods (ii) Service (iii) Cash (iv) All of these
4. Which came last in the development of manufacturing techniques?
(i) Learn production (ii) Division of labor
(iii) Mass production (iv) Interchangeable parts
5. Which of the following is not a typical supply chain member?
(i) Retailer (ii) Wholesaler (iii) Producer (iv) Customer
6. and physical distribution are the two major operations of logistics
(i) Supply chain management (ii) Material management
(iii) Logistics management (iv) None of these
7. The most common form of quality control includes
(i) Planning (ii) Organizing (iii) Inspection (iv) Directing
8. The length of time for which sellers extend credit terms to buyers is known as
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(i) Marker (ii) Dating (iii) Buying (iv) Price tag
9. Logistics is typically considered as a subset of
(i) Marketing (ii) Supply chain management
(iii) Human resource management (iv) None of these
10. The time difference between a business ordering and receiving stock is called the
(i) Recorder quantity (ii) Lead time (iii) Buffer stock (iv) Recorder level

SECTION - B (35 Marks)

Answer ALL Questions

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

11. a) Analysis the characteristics of supply chain management.
(OR)
b. Outline about retail supply chain maturity.
12. a) Narrate Merchandising. Explain the benefits of merchandising .
(OR)
b. Summarize the benefits of Product design.
13. a) Short note on (i) Retail Distribution and (ii) Retail Replenishment .
(OR)

Cont...

- b. Bring out the characteristics of Retail warehousing.
14. a) State Global sourcing and Green Sourcing?
- (OR)**
- b. Define Order management. Explain its benefits.
15. a) Classify the types of Retailers?
- (OR)**
- b. Narrate the emerging retail technologies?

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

16. Describe in detail about Retail Supply chain elements .
17. Enumerate the retail product life cycle.
18. Describe Retail Transport.
19. Highlight green retailing.
20. Enumerate in detail about Retail ERP.

Z-Z-Z

END