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M. B. A. (Third Semester) Examination,

April-May 2020 / NOV-DEC 2020

(New Scheme)

(Management Branch)

(Specialization : Marketing Management)

DISTRIBUTION and INVENTORY MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Solve any one question from each unit. All questions carry equal 16 marks.

Unit-I

1. Discuss the objectives of distribution management? What are functions of marketing channels? 16

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2. Write a detailed note on concept, importance and functions of wholesaling? 16

Unit-II

3. What are retail formats? How many retail formats are you aware? Elaborate them according to the character they possess? 6
4. What are the major factors affecting store location decision? 16

Unit-III

5. Write a detailed note on steps in merchandising Planning? 16
6. Why is it important to have a store layout explain store layout types? 16

Unit-IV

7. Write short notes : (any two)
- (a) Inventory Management 8
- (b) Lean Logistics 8
- (c) Lead time uncertainty and product availability 8

[3]

8. Explain the different types are of inventory Models? 16

Unit-V

9. Elaborate the process of Channel Management also explains how channel conflicts are resolved? 16
10. Write short notes : (any two)
- (a) Bar Coding 8
- (b) RFID 8
- (c) Electronic Payment systems 8