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Roll No. : .....

**576332(76)**

**676532(76)**

**M. B. A. (Third Semester) Examination,  
Nov.-Dec. 2021**

**(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. Explain Intensive, Selective and Exclusive distribution strategy.

16

[ 2 ]

Or

Write a detailed note on importance and function of wholesaling. 16

**Unit-II**

2. Explain location based retail strategies. What are the important factors which affect location Decision? 16

Or

What do you understand by Retail Formats? Explain its different types. 16

**Unit-III**

3. Briefly explain Store Design what are the various store layout types? 16

Or

Discuss the importance and functions of store administration. 16

**Unit-IV**

4. Discuss the various Inventory Models. 16

Or

Explain Lead time Uncertainty and product availability. 16

[ 3 ]

**Unit-V**

5. Explain Channel Management and also explain channel conflicts and its resolution. 16

Or

Explain Bar Coding, RFID, Electronics Payment System. 16