



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270407

Roll No.

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M. B. A.

(SEM. IV) THEORY EXAMINATION, 2014-15
RETAILING & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from each section as per instructions.

SECTION - A

1. Attempt any four parts of the following : 5×4=20
- (a) What are Market Intermediaries?
 - (b) What is meant by Horizontal Marketing System?
 - (c) Explain the concept of Warehousing.
 - (d) What are the functions of a retailer?
 - (e) Differentiate between Merchant and Agent Middlemen.
 - (f) Explain the concept of Logistics Management.

SECTION - B

2. Attempt any two parts of the following : 15×2=30
- (a) What do you understand by a Channel of Distribution? Discuss the considerations while designing a channel of distribution.
 - (b) What is meant by Channel Conflict? Discuss various types of channel conflicts.
 - (c) Describe the evolution and growth of Organized Retailing in India.

SECTION - C

Attempt all questions of this section. 10×5=50
Each question carries 10 marks :

- 3 What is Distribution? Explain the growing importance of distribution as an element of marketing mix.

OR

What do you understand by Vertical Marketing System? Describe the various types of vertical marketing systems.

- 4 What are IT-enabled distribution systems? Describe the framework for the adoption of IT-enabled distribution systems.

OR

**What are Partnering Channel Relationships?
Discuss the stages of partnering channel relationships.**

- 5 What are Market Logistics decisions? How can a marketer gain competitive advantage through these decisions? Explain.

OR

What is inventory Management? Describe various techniques of Inventory Control.

- 6 Why has retailer emerged as a leader in the marketing channel? Explain.

OR

Briefly describe different types of retail formats prevailing in India.

- 7 Write a note on any one of the following.
(a) Multi-channel Marketing System
(b) Non-store Retailing.