

QP CODE: 25021026



Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

Bachelor of Business Administration

**CHOICE BASED CORE COURSE - BA6CBT28 - INTRODUCTION TO RETAIL
MANAGEMENT**

2017 Admission Onwards

DCA9A9B8

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is inbound logistics?
2. What is place utility?
3. What is global logistics?
4. What do you mean by holding stock?
5. What do you mean by Integrated Logistics Management?
6. Mention any 2 disadvantages of 3PL.
7. Mention any two requirements for logistics strategy implementation.
8. Mention any two elements of distribution.
9. Mention any two importance of distribution channels.
10. Define Physical distribution.
11. What is direct marketing channel?
12. What is product quality assurance?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. How does transporting important in logistics. Explain various modes of transportation.
14. Briefly explain the types of In-Store Retailing.
15. Is logistics one of the most crucial factors in the quality of supply chain? Why?
16. Briefly explain the reasons of outsourcing logistics.
17. Briefly explain the roles of logistic service providers.
18. Briefly explain the decisions for implementing the logistics strategy.
19. Differentiate between lean logistics and agile logistics.
20. Explain the elements of customer service.
21. What are the factors affecting order processing?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain Logistics Interface with marketing.
23. What do you mean by Integrated logistics model? What are the operations involved in integrated logistics model?
24. What do you mean by the logistic strategy? Explain the strategic role of logistics.
25. Define customer service. Explain the features of customer service.

(2×15=30)

