QP CODE: 24001268



Reg No	:	
Name	:	

## BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024 Sixth Semester

Bachelor of Business Administration

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

2017 Admission Onwards

E744FCEA

Time: 3 Hours

Max. Marks : 80

Part A

Answer any **ten** questions. Each question carries **2** marks.

- 1. What is warehousing?
- 2. What is place utility?
- 3. What is Reverse Logistics?
- 4. What do you mean by Integrated Logistics Management?
- 5. Mention four advantages of integrated logistics.
- 6. What do you mean by Reinvention in 4PL?
- 7. What do you mean by agile logistics?
- 8. Write any two features of customer service?
- 9. Mention any two factors affecting order processing.
- 10. What is selective distribution?
- 11. Write any two objectives of marketing channels.
- 12. What are the intermediary dimensions related to distribution channel structure?

(10×2=20)

## Part B

Answer any **six** questions. Each question carries **5** marks.

- 13. From logistics perspective ,explain 4 P's of marketing?
- 14. What are the merits and demerits of Chain stores?



- 15. Briefly explain about the achievement of competitive advantage through logistic framework.
- 16. Explain the concept of outsourcing.
- 17. Compare the 3 PL with 4PL.
- 18. Explain the role of logistics managers in strategic decisions.
- 19. Briefly explain the steps for designing and implementing a logistics strategy.
- 20. Briefly explain the factors affecting the choice of channels relating to product characterstics.
- 21. Differentiate between direct marketing channel and indirect marketing channel.

(6×5=30)

## Part C

Answer any **two** questions. Each question carries **15** marks.

- 22. Briefly explain the history and evolution of Logistics.
- 23. Explain the functions and role of retailing in Distribution.
- 24. What is logistic strategy? Explain the factors affecting logistics strategy.
- 25. What are the importance of customer service? Explain the elements of customer service.

(2×15=30)