

Roll No.					Total No. of Pages: 0	2
						_

Total No. of Questions: 09

B.Sc. Agriculture (2014 & Onwards) (Sem.-7) RETAILING AND SUPPLY CHAIN MANAGEMENT

Subject Code: BSAG-AEB-707 M.Code: 75696

Max. Marks: 90 Time: 3 Hrs.

INSTRUCTIONS TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying THREE marks each.
- SECTION-B contains FIVE questions carrying SEVEN AND A HALF (7.5) marks 2. each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying FIFTEEN marks each and students have to attempt any TWO questions.

SECTION-A

m Ranker com 1. Write short notes on the following:

- a. Site selection
- b. Store design
- c. Physical distribution system
- d. Procurement
- e. Merchandising
- f. Layout of Store
- g. Customer touching Technologies
- h. Brick and click
- i. Green retailing
- j. Omni -Channel retailing



SECTION-B

- 2. Describe types of retail institution in context with agribusiness.
- 3. What are the factors affecting the store location? Discuss.
- 4. Explain the features of customer relationship management.
- 5. Highlight the changing food consumption patterns in India.
- 6. What is the significance of inventory management?

SECTION-C

- 7. Define retailing. Discuss the domain of retailing with the help of examples.
- 8. What is promotion? Discuss various techniques of promotion to promote a store.
- 9. "Information technology plays a significant role in supply chain management". Discuss how?

NOTE: Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.

2 | M-75696 (S104)-2612