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Total No. of Pages : 02

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

Time : 3 Hrs.

Max. Marks : 90

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A**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.

