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Register Number:

**6801**

Name of the Candidate:

**M.B.A.(Retail Management) DEGREE EXAMINATION – 2012****(SECOND YEAR)****(PAPER-IX)****210. SUPPLY CHAIN AND MERCHANDISE MANAGEMENT***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION-A****Answer any FIVE Questions****(5×3=15)****All questions carry equal marks**

1. Define service marketing.
2. What is meant by logistics?
3. What is meant by merchandise management?
4. Define MIS.
5. Mention the types of suppliers.
6. What is meant by service marketing triangle?
7. What do you mean by retail trade?
8. What is meant by binding by contract?

**SECTION-B****Answer any THREE Questions****(3×10=30)****All questions carry equal marks**

9. Explain the elements of service Marketing Mix.
10. Explain the levels of logistics management.
11. Explain the different types of suppliers.
12. Explain the classifications of retail management.
13. Explain briefly about quality gap model.

**SECTION-C****Answer any ONE Question****(1×15=15)**

14. Discuss the different types of supply chain management.
15. Explain the various types of logistics and its requirements.
16. Briefly discuss about model stock plan.

**SECTION-D****COMPULSORY****(1×15=15)**

17. Explain the management of stock requirements in an organisation.

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