

Roll No.

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

Paper ID : [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. Physical distribution
- b. E-retailing
- c. Supply chain
- d. Interior design
- e. Retail market
- f. Site v/s Location
- g. Agri-business
- h. Layout of retail store
- i. Retail promotion
- j. Information Technology

### SECTION-B

2. How Retail store design is an important decision? Discuss the exterior store design decided by retailers.
3. Why and to what extent, the changing food consumption patterns in India have affected the Retail sector?
4. What is the role of IT in supply chain management of agri-business?
5. Describe the Location and site selection decision. What are the factors which affect this decision?
6. Explain the retailing concept. What are the various types of retail markets in agri-business?

### SECTION-C

7. Explain in detail the retail management. Discuss the various types of retail institutions related to agri-business in India.
8. Why customer relationship management is important for retail business? Discuss the various techniques used by retailers to have CRM and what are their advantages.
9. Why inventory management is important? Discuss in detail the techniques of inventory management, with suitable examples.