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V Semester B. Voc.(CBCS) Degree Examination, March - 2021

RETAIL MANAGEMENT

Supply Chain Management

Paper : 5.4

Time : 3 Hours

Maximum Marks : 70

**Instructions to Candidates:**

Answer should be Written in **English** only.

**SECTION - A**

Answer any **Five** sub-questions from the following. Each sub-question carries **2** marks. (5×2=10)

1. a) What do you mean by Supply Chain Management?
- b) What is meant by economic lot size Model?
- c) What is Push Strategy?
- d) Who is a Retailer?
- e) What do you mean by Make or Buy Decision?
- f) Give the meaning of the term 'Value Added Service'.
- g) What is meant by 'Strategic Alliances'?

**SECTION - B**

Answer any **Three** of the following. Each question carries **6** marks. (3×6=18)

2. Explain different Methods of Inventory Management.
3. State the differences between Push and Pull Strategy.
4. Explain the frame work of Strategic Alliance.
5. State any Six Value added Services.
6. Write a note on Outsourcing.

[P.T.O.]



(2)  
SECTION - C

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Answer any **Three** of the following. Each question carries **14** marks. (3×14=42)

7. What is Economic Lot Size Model? Explain.
8. Explain the impact of supply chain strategies on Retail Industry.
9. Give the meaning of Retailer Supplier Partnership. State the merits and demerits of Retailer Supplier Partnership.
10. Explain the frame work of 'E-Procurement'
11. Explain the Importance of Supply Chain Management.

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