

DSC-147

M.B.A. IVth Semester (FT) N/X Examination, 2020

Retail Merchandising and Supply chain Mgt.

Paper - FSR-4

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. What is Merchandise Mix ? Explain its importances.
2. What are the dimensions of performance measurement in the supply chain world.
3. Explain the role of IT in retail distribution and replenishment.
4. Explain the role of Merchandise budgeting in retail.
5. Write notes on
 - (a) Stock Management and distribution
 - (b) International sourcing.