



14/12/16

DOON UNIVERSITY

**Final Sem. Examination, 2014, School of Management
MBA Third Semester, Retail & Distribution Management- 527**

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION : A

(Medium Answer Type Questions) Attempt all Questions.

(Marks:2x6=12)

Q.1) Explain any six of the following retail concepts:

1. Mark-up
2. Mark-Down
3. Stock to Sales Ratio
4. Planned BOM Inventory
5. Stock Turnover Rate
6. BOM Stock
7. Net Sales

SECTION : B

(Medium Answer Type Questions) Attempt any 2 Questions.

(Marks:6x4=24)

1. Explain the various types of Wholesalers and their functions?
2. Explain how Sales Promotion is different from Advertising?
3. Explain Merchandising in detail and explain important inventory related terms.
4. Explain channel conflicts and its types.

SECTION : C

(Long Answer Type Questions) Attempt all Questions. (Marks=7x2 =14)

1. Explain the various formats prevailing in Indian scenario for Retail Segment? Quote suitable examples of respective brands for each format you mention
2. Define Consumer & Trade sale Promotion. Discuss the various tools for Sales Promotion with suitable examples.