



DOON UNIVERSITY

**Mid Term Examination, 2014, School of Management
MBA 3rd Semester, Retail & Distribution Management- 527**

Time Allowed: 2 Hours

Maximum Marks: 30

SECTION : A (Multiple Answer Type Questions) Attempt all Questions.

(2x5=10)

Question 1. Which of the following is not a typical supply chain member?

1. wholesaler
2. retailer's creditor
3. reseller
4. producer
5. customer

Question 2.

When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a _____.

1. demand chain
2. channel of distribution
3. value delivery network
4. supply chain
5. supply and demand chain

Question 3.

A company's channel decisions directly affect every _____.

1. marketing decision
2. competitor's actions
3. channel member
4. customer's choices
5. employee in the channel

Question 4.

From the economic system's point of view, the role of marketing intermediaries is to transform the assortment of products made by producers into the assortment of products wanted by _____.

1. manufacturers
2. channel members
3. consumers
4. marketers
5. distributors

Question 5.

An advantage of a channel of distribution over selling direct to consumers is that each channel member plays a _____ in the channel.

1. specialized role
2. informational role
3. time-saving part
4. disciplinary role

SECTION : B

(Long Answer Type Questions)

(Marks:5x2=10)

1. Elucidate upon various types of Distribution Models. Discuss their importance with respect to cost & revenue equation, support with suitable examples.
2. As per your understanding of Indian Market, state the factors contributing to the rise of RETAIL business in India.? Discuss the Opportunities & challenges.

SECTION : C

(Marks=10)

Pratap kapoor's wild dinning format is unique and one of its kind in Mumbai. Advertised as a jungle theme restaurant, it is named as "sher Baugh." Wild dinning is more of an amusement park then dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm, features that would delight children. It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants.

Mr. Pratap was planning to convert his venture into a franchise format with opening of outlet in all the metro cities in India. However, he is not sure of the sale ability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wild dining restaurant is not all that fun. In addition, the cost incurred in setting up the format is a point of concern.

Q.1) what is wild dining offering and target market? (2)

Q.2) according to you will this kind of theme based dining format succeed in the Indian context? Why? Explain with relevant examples. (4)

Q.3) many retailers have tried to make their store entertaining. What are the pros and cons of proving entertainment in the retail store or restaurant? (4)