

Supply Chain Mgmt & Logistics.

M. Com (Sem-4)

21/5/2018

Q.P. Code: 39951

(Time 2 Hours)

(Marks 60)

N.B.1. All the questions are compulsory

2. Figures to the right indicate full marks

- Q.1. a) Explain the features of supply chain management 15
b) Discuss the various principles of supply chain management
OR
c) What are the types of supply chain intermediaries?
d) Explain the various factors for selection of suitable channels
- Q.2. a) Write a note on Measuring the value and efficiency of global Supply Chain Networks
b) Elaborate the various global market forces creating impact on SCM 15
OR
c) Explain the economic effects of supply chain
d) Elucidate the value of customers in supply chain management
- Q.3. a) Describe the process of logistic management 15
b) Explain the importance of inventory control?
OR
c) Elucidate the various functions of transportation
d) Elaborate the importance of consumer goods packaging.
- Q.4. A) Fill in the blanks with appropriate options: 5
- 1) Supply chain management is the systematic, strategic coordination of the _____ business functions
a) Traditional b) Modern c) Rare d) Small
 - 2) The term "supply chain management" entered the public domain due to _____
a) Henry Fayol b) Keith Oliver c) Peter Drucker d) Robert Owen
 - 3) The _____ collaboration has become a critical area of interest in SCM
a) Transport b) Retailing c) Employee d) None of these
 - 4) In Three C's of Supply Chain _____ is one of the "C"
a) Coordination b) Commission c) Control d) Conversation
 - 5) Single source procurement included _____ supplier
a) Selected b) One c) Sole d) Mixed
- B) State whether the following statements are true or false: 5
1. In 1963, the National Council of Physical Distribution Management organization became the field leader.
 2. Supply chain efficiency is the measure of getting the right product to the right place at the right time at the least cost.

TURN OVER

3. Today's global logistics environment is characterized by increasing simplicity.
4. Reverse logistics stands for all operations related to the reuse of products and materials.
5. A Markov chain is a mathematical system that experiences transitions from one state to another.

C) Match the Pairs

5

Group A

1. Big Data
2. SCOR
3. Grading
4. E-Procurement
5. Pareto's Law

Group B

- a) Measurement model
- b) B2B
- c) 80/20 rule
- d) Warehousing
- e) Aspect of future supply chains

OR

4. Write short notes on (any three)

15

- a. Demand planning
 - b. E- procurement
 - c. E- logistic
 - d. Enterprise Resource Planning (ERP)
 - e. Inventory Control- Importance
-

TURN OVER

(M. Com sem-4)

MBR

(2 Hours)

31/5/18

Q. P. Code : 50195

(Total Marks : 60)

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

Q1) A) "Maintaining business relations is essential for every business enterprise". With reference to the above statement elaborate on the need and importance of business relations?

(15)

OR

B) Who is a Business Relation Manager? Highlight the rôle of a successful business relation manager

(08)

C) Elaborate on the essential principles required for sustaining business relations.

(07)

Q2) A) What do you understand by Customer Relationship Management (CRM)? Elaborate on the characteristics of an empowered customer & approaches for an effective CRM.

(15)

OR

B) What is E-CRM? Discuss the steps involved in E-CRM

(08)

C) Comment on the challenges involved in maintaining channel relationships

(07)

Q3) A) What is Employee Relationship Management? Bring out the objectives and problems encountered in sustaining employee relations

(15)

OR

B) What are the key drivers for shifting from Industrial Relations to Employee Relations

(08)

C) Write a note on essentials for an effective Employee Relationship Management

(07)

Q4) A) Fill in the blanks by choosing the appropriate options given below

(05)

1) _____ is/are essential skill(s) of a Business Relation Manager.

(Leadership/ Communication/ Administrative/ All of the above)

2) _____ relation is the relation between workers and management at workplace.

(Industrial/ Customer /Investor / None of these)

3) _____ enables satisfied customers towards repeat purchases of a particular product or brand.

TURN OVER

(Customer Needs/ Customer Loyalty/ Customer Base/ Customer Complaints)

4) _____ reflects & summarizes the purpose and working of an organization.

(Mission / Competitors / Morals / All of the above)

5) _____ is a type of internal stakeholder.

(Employees / Government / Competitors/ Press & Media)

B) State whether the following statements are true or false

(05)

1) Managing Diversity is one of the major challenges for Business Relationship Managers.

2) Effective communication ensures transparency.

3) Operational CRM does not include sales automation.

4) Community involvement builds public image & employee morale.

5) Social media platforms do not help in connecting with stakeholders.

C) Match the following

(05)

Column A

Column B

- 1) Business Relationship Management Competencies
- 2) Employee Relationship Management Strategy
- 3) Human Relations Approach
- 4) Cross Selling
- 5) Community Relations

- a) Liberty in work
- b) Strategic Partnering
- c) Sales Technique
- d) Environmental Programs
- e) Behaviour of individuals/ groups at workplace

OR

4. Write short notes (Any three)

(15)

1. Suppliers segmentation pyramid
2. Role of business in social development
3. Primary/Internal stakeholders
4. Key to successful investor relations
5. Strategies to improve community relations

TURN OVER

(Retail Mngt)

(2 Hours)

25/5/18

Q.P.Code:39449

(Total Marks: 60)

Please check whether you have the right question paper.

- N.B.: 1) All Questions are compulsory.
2) Figures to right indicate full marks.
- Q1. a) What is Retailing? Explain its importance. 15
b) Classify retail formats with the help of a diagram.
OR
c) 'Foreign Direct Investment in Retailing' Briefly Explain.
d) Explain the emerging trends in retailing.
- Q2. a) Explain the promotional strategies adopted by retail firms. 15
b) State the importance of CRM in retailing.
OR
c) Explain briefly consumer behavior in retail context.
d) What are the challenges faced by HR in retailing.
- Q3. a) What are the steps involved in choosing a retail location? 15
b) State the importance of retail branding.
OR
c) What is Visual Merchandising? Explain how merchandising is presented by store planners.
d) Explain stores designing and also explain its elements.
- Q4. A) Fill in the blanks with appropriate options and rewrite the sentences. 5
1. The premise on which retailing activity takes place is called a _____
a) place b) market c) store d) shop
2. _____ is one form of retail format.
a) Mall b) Cooperative c) store d) None
3. Consumer shopping behavior depends on personal and _____ factors.
a) Social b) Convenience c) Comfort d) All of these.
4. _____ involves retailing using variety of technologies or media.
a) e-retailing b) e-commerce c) e-marketing d) all of these.
5. Many retailers believe that internet channel may not give them sufficient _____.
a) Credit b) Goodwill c) Return on investment d) Image building

- B) State whether the following statements are true or false. (5)
1. Modern Retailing concept relates to sale of goods in small quantities.
 2. Food retailers are now no more related to conventional super markets.
 3. Customer Relationship Marketing and Customer Relationship Management are used interchangeably in marketing.
 4. Based on consumer demography, Indians are reluctant in buying online.
 5. Email marketing is cost effective online marketing.

- C) Match the columns (5)

| Group A | Group B |
|----------------------|--|
| 1. Retailing Format | a) Electronic media for buying & selling |
| 2. Consumer Decision | b) Technology |
| 3. Retail brands | c) Chain Stores |
| 4. E-market place | d) Buying process |
| 5. RFI | e) Image |

OR

- Q4. Write short note on (any three) (15)
- a) Use of Technologies in Retailing.
 - b) Data Base Management System
 - c) Green Retailing.
 - d) Retail as a Career.
 - e) Responsibilities of Store Manager

Optional

M. Com. Sem-4
Sales Mngt.

Choice based

Q. P. Code: 21747

(Time: 2 Hours)

(Marks: 60)

- N.B. 1) All questions are compulsory
2) Figures to the right indicate full marks

- Q.1 a. What is Advertising? Explain the features of Advertising. 15
b. Describe DAGMAR model in detail.
OR
c. Explain the various reasons for which ad agencies could lose their clients. 15
d. Briefly describe the methods of setting advertising budget.
- Q.2 a. Write a note on developing an advertising copy for print media. 15
b. Explain the different methods of pre-testing ads.
OR
c. Briefly explain the various criticisms levelled against advertising. 15
d. Write a note on ASCI.
- Q.3 a. Describe the functions of Sales Management. 15
b. What are the essential qualities required to be an effective salesman?
OR
c. Explain the various motivational factors used by organisations to motivate their sales personnel. 15
d. Describe the key objectives of Sales Organisation.
- Q4. A. Fill in the blanks by choosing the appropriate option given below: 5
1. _____ advertising is directed at creating awareness about social issues in the consumers.
a) Political b) Social c) Cultural d) Financial
2. _____ advertising is designed to cultivate goodwill and prestige of the organisation.
a) Institutional b) Selective c) Competitive d) Advocacy
3. _____ means the use of superlatives like finest, best etc. in the ads.
a) Deception b) Puffery c) Testimonial d) Stereotype
4. _____ involves putting sales personnel in real life problem situations.
a) Lecture b) Brainstorming c) Role play d) Coaching
5. _____ is the oldest method of sales forecasting.
a) Decision Trees b) Statistical c) Clustering d) Jury Executive Opinion

B. State whether the following statements are True or False:

5

1. POP stands for Point of Purchase
2. McDowell's soda is an example of surrogate advertising.
3. 'Thanda Matlab Coca Cola' is an example of logo in the advertisement.
4. Induction Training is given to the retiring employees.
5. Sales territory does not help in closer supervision.

C. Match the following:

A

1. Sales Budget
2. Post-tests
3. Lectures
4. Medical examination
5. E.K. Strong

B

- a. Off the Job Training
- b. AIDA
- c. Selection Procedure
- d. Recall and Recognition
- e. Estimation of Sales

5

OR

Q4. Write notes on any three of the following:

15

1. Sales Planning
2. Types of Sales Quota
3. Factors determining Sales Territory
4. Importance of Customer Feedback
5. Role of IT in Sales Management

