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M.B.A.

Nov 2009

**MARKETING MANAGEMENT SPECIALIZATION****(305 A) : Distribution & Retail Management****(2008 Pattern) (Sem. - III)****Time : 3 Hours]****[Max. Marks : 70****Instructions to the candidates:**

- 1) *Attempt two questions from Section - I & three questions from Section - II.*
- 2) *Q.1. from Section - I & Q.4 from Section - II are compulsory.*
- 3) *All questions carry equal marks.*

**SECTION - I**

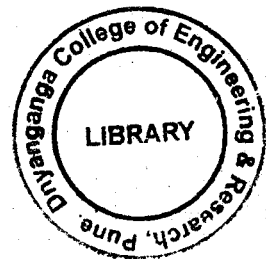
**Q1)** Govt. of India recently announced introduction of 3G spectrum which will enable integrated mobile services in the hand sets. Design a distribution channel for a mobile company to distribute these 3G enabled handsets & services to the end-customers.

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- Q2)** a) Discuss the concept, objectives & significance of physical distribution.  
b) What is the importance distribution management to the dairy business?

**Q3)** Write short notes on any two of the following :

- a) Channel conflicts.
- b) Multichannel marketing.
- c) Function of wholesalers.

**SECTION - II**

**Q4)** Organised retail sector is also entering into pharmaceutical marketing posing great threat to the pharmaceutical chemists & druggists in the unorganized sector. What strategies you will suggest to the chemist/druggists in the unorganised sector to meet the competition from organized retail sector.

**P.T.O.**

- Q5)** Explain various components of retail store administration. Give examples.
- Q6)** Discuss types of non-store retail formats & explain one of the types in detail.
- Q7)** 'A retailer is an important factor in the supply chain management for reaching out to the end customer'. Do you agree with the statement? Justify your answer.



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