6. What are the benefits offered by channel members?

5. Explain the types of channel members.

4. How to evaluate channel members?

3. What are the elements of physical distribution?

2. Explain marketing channel members.

1. What is channel design? Explain its steps.

Answer any PIVD questions.

SECTION A — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

MBM 3004/RM 3004

Third Semester

December 2014/January 2015

M.B. A Degree Examination

THE INDIAN APPAREL MARKET IS NO LONGER A MASS

The Indian apparel market is no longer a mass

How can fashion retailers offer satisfaction?

(c) What are their requirements?

(b) Who are my customers?

(a) Who are my competitors?

Questions:

The company's relationship with the

record customer's interests to further improve

the long term company loyalty of those

aim to win the long term company loyalty of those

retailer group. In the final analysis, retailers will

retailers' group. In the final analysis, retailers will

respond to satisfaction of need.

examine the advantages offered

as data mining to exploit the advantages offered

such as excessive use of cost-sharing methods, such

retailers have to use excessive cost sharing methods.

a time when retailers in getting more competitive

and support after purchase. Finally, at

appropriate assistance, before a sale, during a sale

appropriately assistance, before a sale, during a sale

way. This will increasingly get even and

market that a company can serve in a standard

and appropriate assistance, before a sale, during a sale

appropriately assistance, before a sale, during a sale

way. This will increasingly get even and

market that a company can serve in a standard

and appropriate assistance, before a sale, during a sale

appropriately assistance, before a sale, during a sale

way. This will increasingly get even and
7. What are the methods of direct distribution system?

8. Explain the elements of the supply chain.

SECTION B — (5 x 10 = 50 marks)

Answer any FIVE questions.

9. Briefly explain – the phases of logistics development.

10. Explain the various aspects of supply chain inventory management.

11. Describe the various strategy of supply chain management.

12. Explain the major forms of vertical marketing system.

13. Explain the various techniques of inventory management.

14. Describe the physical distribution functions.

15. Explain e-marketing and what are the benefits?

16. Explain the factors involved in creating distribution channels.

SECTION C — (1 x 20 = 20 marks)

Compulsory.

17. Case Study:

Retail profitability is steadily moving away from commodities to “Customer. This trend will define tomorrows business is a way that will fundamentally change the apparel business. Successful apparel business will no longer be ones that generate large footfalls, have good service and great merchandising these features will be industry standards that everyone will follow. Competitive advantage will be provided by leveraging the biggest asset of all the customer. Fashion henses and retailers will be able to build a two-way relationship with customers that create strong switching costs. The traditional response to retaining customers has been to go in for year round sales or special offers. But tomorrow’s customer-driven economy will necessitate differentiating your business from everybody else’s in a fundamentally unique way. First, as stores of organised retailers become increasingly similar, consumers feel a greater need for social contact and individual customer service. Second, the increasing social emphasis on the individual requires special solution tailored to meet individual needs and desires.