

DSCM 03

Marketing

Evening
Session

METS.

20110

Lib.

Distribution & Supply Chain
Management

Roll No –

Total Number of Questions – 7

Maximum Duration – 2 hours

Maximum Marks – 30

Total Pages 1

20/10/2008

Instructions: Please elaborate on **any 6** Main Topics using **ALL its sub-points**.

1. Value Added Customer Services Geographical specialization 5 marks
 - a. Customer-Focused
 - b. Promotion-Focused
 - c. Manufacturing-Focused
 - d. Time-Focused
 - e. Basic

2. Costs of carrying inventory 5 marks
 - a. Capital
 - b. Taxes
 - c. Insurance
 - d. Obsolescence
 - e. Storage

3. Elements of Packaging 5 marks
 - a. Consumer / Marketing oriented
 - b. Industrial / Logistics oriented
 - c. Damage protection
 - d. Handling efficiency & Unitization
 - e. Channel Integration

4. Forecasting 5 marks
 - a. Seasonality factor
 - b. Trend Factor
 - c. Cyclic Factor
 - d. Promotional Factor
 - e. Base level demand

5. Middlemen of Channels 5 marks
 - a. Regular wholesalers – Full-function enterprise.....
 - b. Industrial distributors – Nature of Inventory sold.....
 - c. Assembling wholesalers – Assembles agricultural.....
 - d. Broker – Catalysts.....
 - e. Semi-jobbers – wholesaler and retailer.....

6. Some Benefits of Warehousing 5 marks
 - a. Consolidation
 - b. Break bulk & Cross Dock
 - c. Assortment
 - d. Mixing
 - e. Market presence

7. Channel arrangement classifications 5 marks
 - a. Voluntary arrangements – Non-dominant leader cooperation....
 - b. Administered arrangements - Dominant leader cooperation....
 - c. Contractual systems – Formalized Relationships
 - d. Joint Ventures – Equal cost commitments....
 - e. Partnerships & Alliances – Equal profit commitments.....