

# School of Business

BBA  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

## Sem IV - D1UC403T - Managing Retail and E Commerce LoGISTics

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Identify Push and Pull view of supply chain. when you are going to order any product. K2 CO1 (5)
2. Define how logistics works in E commerce, K2 CO1 (5)
3. Explain the role of inventory and its associated cost. K2 CO1 (5)
4. Define conventional retail logistics and how it is different from e logistics. K2 CO2 (10)
5. Define areas of logistics planning-Business strategies for logistics companies K3 CO2 (10)
- 6) Identify Risk management system K4 CO3 (10)

**OR**

- Identify the role of Inventory in Logistics management. K4 CO3 (10)
7. Develop effective logistics strategies for retailing and e-commerce. K4 CO2 (10)
8. Explain risk management system with suitable examples K4 CO4 (15)
- 9) Explain challenges for application of IT in e logistics K5 CO5 (15)

**OR**

- Explain information systems for retailing and e commerce logistics K5 CO5 (15)
10. Identify the roles of transportation for retailing and e commerce logistics K5 CO4 (15)