

College of Applied Business (CAB)

Sent-up Examination, February 2015

BBA/Seventh Semester/MKM 203: Distribution Management

Candidates are required to give their answer in their own words as far as practicable.

Section 'A'

Time: 20 minutes

Brief answer questions:

[10 × 1=10]

1. Define Distribution Management.
2. List out the categories of Inventory.
3. What is Marketing Channels ?
4. List out the five power bases in Marketing .
5. Define Free Lance Whole Sellers.
6. Define Paradigm Shift.
7. What is Bonded ware house?
8. What is Economic Order Quantity (EOQ) ?
9. Define Order processing.
10. What is Del Crade Agent ?

Section 'B'

Time: 30 minutes

Short answer questions. (ANY TWO)

[2×5=10]

11. What is Inventory Management? Discuss about the reasons for carrying inventory in Distribution Management.
12. What is Channel Conflicts? Discuss about the causes of channel conflicts and also suggest the solutions for the settlement of conflicts among channel members.
13. What is Supply Chain Management? Discuss about its importance in Distribution Management.
14. What is Physical Distribution? Discuss about its various components in brief.

Section 'C'

Time: 80 minutes

15. Comprehensive Answer Questions.

Read the following case carefully and answer the questions given below.

ratnapustakbhandar.com

Founded by Ratna Kaji Shakya, ratnapustakbhandar.com started as "Nepal's Largest Book Store" in 1971. A virtual book store that physically owned no books, Ratna Pustak Bhandar promised to revolutionized retailing. Although some may debate whether that was accomplished Ratna Shakya blared on e-commerce trial of innovations that may have studied and followed.

ratnapustakbhandar.com set out to create personalized store fronts for each customer by providing more information and more choices than could be found in your typical neighbourhood book store. Readers can review books and evaluate them on a one - to five - star rating system and browser can rate which reviews are helpful and which are not. Ratna Pustak Bhandar's personal recommendation services aggregates data on buying patterns to infer who might like which book. The site offers peaks into book content index and beginning pages with a "Search inside the book" features that lets customer search the entire text of 120,000 books about as many title as are in a

Pustak Sansar and Nobel Books Store. Ratna Pustak Bhandar's one click shopping lets buyers make purchases with one click.

Ratna Pustak Bhandar also establish itself as an electronic market place by enabling merchant of all kinds to sell items on ratnapustakbhandar.com. ratnapustakbhandar.com derives 40% of its sales from its thousands plus affiliates called "Associates", independent sellers or businesses that receive commission for referring to the ratnapustakbhandar.com.

To overcome the lack between purchase and delivery of product, ratnapustakbhandar.com has offered fast in expensive shipping for Rs. 69 annual fees, ratnapustakbhandar.com prime offers unlimited free express shipping for most items ratnapustakbhandar.com has also diversified its product lines into DVD, Music CD's, Computer Software, Video Games, Electronics, apparel, furniture, food items, toys, handicrafts and more. It has established separate website in India, Pakistan, Sri Lanka, Bangladesh, Bhutan, Maldives, China and in Asian Nations in 2009. Revenue exceeded to Rs. 10 million in 2006. One key to ratnapustakbhandar.com success in all those different venture was a wiliness to invest in the latest internal technology to making shopping online faster, easier, and more personally rewarding.

What will be the ratnapustakbhandar.com next move? The firm is investing heavily on developing firms to allow to customer to download video, music, and books.

As Mr. Ratna Shakya made and announcement in press conference in 1990 which he re-printed in ratnapustakbhandar.com's 2009 and annual report, "It's all about the long term"

Questions:

[4×5=20]

- a) What are the features of ratnapustakbhandar.com in retail prospective?
- b) On the basis above passages explain the role of IT in E-marketing.
- c) Analyzed the distribution strategies of ratnapustakbhandar.com?
- d) Explain the product strategies of ratnapustakbhandar.com in brief.