

The Indian apparel market is no longer a mass market that a company can serve in a standard way. This will increasingly get even and fragmented with customers demanding that they be treated as individuals and provided with the appropriate assistance, before a sale, during a sale and afterwards. This trend has supercussions for all access of the marketing mix if retail companies—whether this be individual advice and assistance in the store, making individual offers, customised configuration of products, or specific help series and support after purchase. Finally, at a time when retailing in getting more competitive retailers have to use next analysis methods, such as data mining to exploit the advantages offered by precise evaluations of customer behaviour. New technologies will be used to regain the knowledge about customers that will get lost in the tremendous expansions of local regional, national retailer group. In the final analysis, retailers will aim to win the long-term company loyalty of those customers they know, and to use their knowledge of these customer's interests to further improve the company's relationship with them.

Questions :

- (a) Who are my customers?
- (b) What are their requirements?
- (c) How can fashion retailers offer satisfaction?

MBMM 3004/RM 3004

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Third Semester

Marketing

LOGISTIC AND SUPPLY CHAIN MANAGEMENT

(2012–2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is channel design? Explain its steps.
2. Explain managing channel members.
3. What are the element of physical distribution?
4. How to evaluating channel members?
5. Explain the types of channel members?
6. What are the benefits offered by channel members?

7. What are the methods of direct distribution system?

8. Explain the elements of the supply chain.

SECTION B — (5 × 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 × 20 = 20 marks)

Compulsory.

17. Case Study :

Retail profitability is steadily moving away from commodities to "Customer. This trend will define tomorrow's 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 retailing 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.