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School of Business

Master of Business Administration MBA LSCM
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem III - MSB22T2004 - Retail and E Commerce Logistics

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What is the role of logistics in the case of e retail logistics? K1 (2)
- 2) Explain the basic reasons for growth of retailing in India. K2 (4)
- 3) Rephrase the features of E-commerce. K2 (6)
- 4) Organize six winning strategies for e-commerce logistics business K3 (9)
- 5) Identify the role of Electronic data interchange (EDI) in Inventory Management K3 (9)
- 6) Explain types of E-payment and Advantages & disadvantages of E-payment. K5 (10)
- 7) Analyze strategies associated while taking decision in a logistics system and what are the consequences attached to it. K4 (12)
- 8) Explain the risk model of e commerce with suitable example. K5 (15)
- 9) Explain How Logistics System works and explain its significance with the help of example. K5 (15)
- 10) Elaborate tradeoffs between cost and level of service relationship for an Organization with the help of examples. K6 (18)