

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		<b>Mr.Manjeet Kumar</b>	
<b>Course Code:</b>	<b>433</b>	<b>Class:</b>	<b>MBA/E-MBA/MBA-HR</b>	<b>Semester:</b>	<b>IV</b>

<b>Subject:</b>	<b>RETAIL &amp; DISTRIBUTION MANAGEMENT</b>
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Draft a concept of unconventional channels in Retail with example.
- b) Explain step wise marketing channels for industrial goods & services.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) Describe factors affecting Retail Locations.
- b) Define Floor space management with retail store example.
- c) Why retail channel conflicts arises & how it overcome?
- d) Explain the trends in wholesaling & Retailing.

Q.3) Write Short Notes on **(ANY TWO)** (08)

- a) Bar-coding
- b) Integrated marketing channels
- c) Multi-channel Marketing System
- d) Electronic Payment System

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