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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: V - THEORY EXAMINATION (2024-2025)

Subject: Warehouse and Distribution management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION-A**

15

1. Attempt all parts:-

- 1-a. Automated warehouses rely heavily on:(CO1,K1) 1
- (a) Manual labor
  - (b) Digital technologies and robotics
  - (c) Cross-docking
  - (d) Third-party logistics
- 1-b. "FIFO" in inventory management stand for (CO2,K1) 1
- (a) First In First Out
  - (b) First Inventory Final Output
  - (c) Fast Internal Freight Operations
  - (d) Final In First Out
- 1-c. Exclusive distribution is most suitable for which type of products.(CO3,K2) 1
- (a) Low-cost consumer goods
  - (b) High-end luxury goods
  - (c) Perishable food items
  - (d) Basic household supplies
- 1-d. A channel policy refers to:(CO4,K2) 1
- (a) The physical transportation of goods
  - (b) The rules and guidelines governing channel relationships

- (c) A legal requirement for all businesses
  - (d) A type of marketing communication
- 1-e. Controlling a distribution channel is important .(CO5,K1) 1
- (a) To ensure consistency in product availability and service quality
  - (b) To eliminate the need for retailers and wholesalers
  - (c) To reduce product development costs
  - (d) To increase the complexity of the supply chain

2. Attempt all parts:-

- 2.a. Define the term “Cooperative warehouse”.(CO1,K1) 2
- 2.b. Explain any 2 ways in which warehouse operations can be improved.(CO2,K2) 2
- 2.c. Describe “Indirect Channel” Marketing strategy used in distribution channel.(CO3,K2) 2
- 2.d. Assess vertical channel conflict with the help of an example.(CO4,K5) 2
- 2.e. Discuss the term “Distribution Audit” in Distribution management.(CO5,K2) 2

**SECTION-B**

15

3. Answer any three of the following:-

- 3-a. Determine the role of warehousing in inventory management.(CO1,K3) 5
- 3-b. Discuss the Replenishment Strategies and practices used in warehouse management.(CO2,K2) 5
- 3-c. Describe Omnichannel Marketing Strategy used in distribution management with examples.(CO3,K1) 5
- 3-d. Evaluate the Kenneth Thomas’s Five Styles of Conflict Resolution.(CO4,K5) 5
- 3.e. Identify the different types of budget in distribution management.(CO5,K4) 5

**SECTION-C**

30

4. Answer any one of the following:-

- 4-a. Explain the difference between General Warehouse and Specialized Warehouse.(CO1,K2) 6
- 4-b. Outline the importance of cold storage warehouses.(CO1,K4) 6

5. Answer any one of the following:-

- 5-a. Discuss the role of technology in Warehouse Management.(CO2,K2) 6
- 5-b. Raymond clothing grand has recently opened 2 stores in Greater Noida. The company struggles with overstocking and under stocking inventory levels to meet customer demand. Determine the concept of Replenishment in warehouse operations to Raymond’s store owner and the importance of the same.(CO2,K3) 6

6. Answer any one of the following:-

- 6-a. Procter & Gamble (P&G) – a personal care brand uses Intensive distribution strategy for distribution of its products. Products like Oral-B toothpaste, Head & Shoulders shampoo, and Tide detergent are found in supermarkets, convenience 6

stores, pharmacies, and online retailers. With reference to this example, explain the ways in which Intensive Distribution Strategy can be adopted by Procter & Gamble.(CO3,K2)

- 6-b. Classify the types of Hybrid Channel Distribution Strategy in Distribution management with examples.(CO3,K2) 6
7. Answer any one of the following:-
- 7-a. Assess the Methods of Conflict Resolution used in Distribution Channels.(CO4,K5) 6
- 7-b. Analyse the importance of customer behaviour in channel management.(CO4,K4) 6
8. Answer any one of the following:-
- 8-a. A beverage company-Coca Cola beverages launches a new energy drink- Thumps up CHARGED. Sales are low despite high demand. The company is using multiple retailers and online platforms but is struggling with inefficiency and high costs. Identify three distribution performance issues and suggest solutions.(CO5,K5) 6
- 8-b. A startup-Beco is selling eco-friendly products online like Reusable towels, bags,tissue paper,etc is struggling with inconsistent delivery times and high return rates.Examine how can they use contracts, budgets, and audits to improve performance.(CO5,K3) 6

REG:JULY\_DEC-2024