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**0912E1003**

Candidate's Seat No : \_\_\_\_\_

**MBA in SCM Sem.-3 Examination**

**RM**

**Time : 2-30 Hours]**

**December-2024**

**[Max. Marks : 70**

Q-1	A) Explain in details, what is FDI? and its effect, role in Indian Economy.	14
Q-2	A) What is current retail market trend in India, cite at least 4 successful case studies.  <u>OR</u>  B) Explain how would you set up an International Standard Jewelry Retail Chain in India.	14
Q-3	A) What is the wheel of retailing theory, cite one practical example.  <u>OR</u>  B) Explain retail value chain, its need and future potential for manufacturers and retailers.	14
Q-4	A) Discuss in details the process of merchandise planning for a multi-brand outlet.  <u>OR</u>  B) Visual merchandising enhances customer shopping experience and assists in boosting sales, how?	14
Q-5	A) Devise an effective supply chain, distribution model and retail business model for a detergent manufacturer who wants to sell their products in remote rural areas on India.	14