

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE  
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) A.B.M.

Semester	: V (New)	Term	: First	Academic Year	: 2022-23
Course No.	: MKT 355	Title	: Value Chain and Retail Management in Agribusiness		
Credits	: 3(2+1)				
Day & Date	: Tuesday, 07.02.2023	Time	: 14:00 to 17:00 hrs.	Total Marks	: 80

- Note :
1. Solve ANY EIGHT questions from SECTION 'A'.
  2. All questions from SECTION 'B' are compulsory.
  3. All questions carry equal marks.
  4. Draw neat diagram wherever necessary.

SECTION 'A'

- Q.1 Define value chain. Give its scope and importance.
- Q.2 What is value chain governance? Explain types of value chain governance.
- Q.3 Describe in detail the examples of business model.
- Q.4 Explain Porter's Value Chain Model with neat diagram.
- Q.5 Write down the functions of retailer and wholesaler.
- Q.6 Enlist classification of retail formats and explain any one.
- Q.7 Enlist factors affecting retail store locations. Explain any one.
- Q.8 Define value chain analysis. Give its advantages and disadvantages.
- Q.9 Enlist elements of retail marketing mix. Explain the role of technology in retail industry.
- Q.10 Write short notes on (Any Two):
- a) Importance of inventory management
  - b) E-retailing
  - c) Value chain mapping

SECTION 'B'

- Q.11 Define the following terms:
- 1) Supply chain management
  - 2) Value chain finance
  - 3) Retail
  - 4) Retail franchising
  - 5) Merchandising
  - 6) Retail strategy
  - 7) Omni channel
  - 8) Retail store layout

(P.T.O.)

Q.12 Fill in the blanks:

- 1) \_\_\_\_\_ involves businesses, persons and activities for the procurement, logistics, transformation and delivery of finished goods.
- 2) \_\_\_\_\_ is defined as the series of activities that adds value to the product.
- 3) \_\_\_\_\_ complexity refers to the intricacy of information and knowledge that must be transferred to ensure that a particular transaction can occur.
- 4) \_\_\_\_\_ development refers to an approach which takes a product or commodity as the basis for analysis; most often, the product is agriculture-based.
- 5) \_\_\_\_\_ are the keys to unlocking process gridlock and achieving maximum process effectiveness.
- 6) \_\_\_\_\_ are the best agents to advertise the products, services and ideas.
- 7) No government rules are followed in the \_\_\_\_\_ retail sector.
- 8) \_\_\_\_\_ is the retail format in which retailers communicate with customers and offer products and services for sale over the internet.

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