

**FACULTY OF MANAGEMENT**  
**BBA (CBCS) (Logistics) III - Semester Examination, November 2024**  
**Subject: Retail Logistics & E-Commerce**  
**Paper: LD-2308**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**  
**(Short Answer Type)**

**Note: Answer any five questions.**

**(5 x 4 = 20 Marks)**

1. Explain the role of Retail Logistics
2. Shipping Documents
3. What is Sustainability
4. Role of MIS in E-Commerce
5. E-Security
6. Stock Level Management
7. Importance of Barcodes
8. Warranty Returns

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

9. (a) What do you mean by Retail Logistics? Explain the scope of Retail Logistics.  
(OR)  
(b) What are the various technologies that are expected to significantly change the way of Retail Supply chain performs.
10. (a) How logistics acts as support functions of logistics to Retail Marketing.  
(OR)  
(b) Write a detail note on Assembling and labeling from Multi-Storage Points and Delivery.
11. (a) What is Reverse Logistics? Explain the key activities of Reverse logistics.  
(OR)  
(b) Explain the Key aspects of Route Map optimization in Reverse Logistics.
12. (a) What is E-Commerce? Explain Pickup, Delivery and overall logistics setup in E-Commerce.  
(OR)  
(b) What is Order Processing? Explain its Types.
13. (a) What is Retail E-Commerce? Explain Retailing through internet and Direct Online Sales.  
(OR)  
(b) Explain Applications and Benefits of Electronic CRM.

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