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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 10-10-2025

Time: 02.00pm to 03.30pm

School: SOC/SOM-UG	Program: 5BBAE01, 5BBD01B	
Course Code: BBE3013	Course Name: Warehouse Management	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	25	-	-	-

Instructions:

- (i) *Read all questions carefully and answer accordingly.*
- (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2 marks.

5Q x 2M=10M

1	Define Warehouse Management.	2 Marks	L1	CO1
2	State two issues in Retail Logistics.	2 Marks	L1	CO1
3	What is Retail Transportation?	2 Marks	L1	CO1
4	List any two challenges in Fashion Retail Warehousing.	2 Marks	L2	CO2
5	Mention two benefits of Warehousing.	2 Marks	L2	CO2

Part B

Answer the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Examine the objectives of supply chain and warehousing and explain how they contribute to efficient business operations.	10 Marks	L1	CO1
Or				
7.	With suitable examples, differentiate between various types of warehouses and discuss their importance in retail supply chains.	10 Marks	L1	CO1

8.	Analyze the role of warehousing in ensuring efficiency and customer satisfaction in the retail supply chain.	10 Marks	L2	CO 2
Or				
9.	Warehousing efficiency largely depends on its layout. Discuss the essential factors to be considered while setting up a warehouse with an effective layout.	10 Marks	L2	CO 2

10.	Evaluate the importance of international product designing and explain how companies adapt product designs for global markets with examples.	10 Marks	L2	CO 2
Or				
11.	Discuss the concept of product line management in international marketing and explain how it helps organizations achieve success in different markets.	10 Marks	L2	CO 2

12.	Identify the major challenges companies face while fixing prices in international markets and explain their impact on business strategies.	10 Marks	L2	CO 2
Or				
13.	Summarize the key factors to be considered in fixing the price of a product in international markets? Illustrate with examples.	10 Marks	L2	CO 2