

**Jagan Institute of Management Studies**  
**End-Term Examination, December 2017 – January 2018**  
**Trimester V – PGDM (RM) 2016-18**

***Vendor Management for Online Business***

*ET\_RM\_VMOB\_2612*

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.**

- Q 1** What are the benefits to move from traditional vendor management process to online management? Explain with a business scenario how do you ensure that online management is more effective. **14**
- Q 2** I am planning to start an online business of beauty products; List down categories and sub categories you will look for vendors. List all buying methods you can set with related vendors. **12**
- Q 3** What are the elements you would like to have in online panel for Vendor Management system to manage all the vendor business? **12**
- Q 4** You run a grocery business and seeing the downfall in the sales. What measures you will take to identify where is the problem in your vendor network. **12**
- Q 5** List down top five problems an E-commerce site faces with vendors irrespective of the domain they operate it. Propose solutions to the respective problems **12**
- Q 6** List all most important parameters to compare vendor performance? **12**
- Q 7** [Read the case and answer the questions given at the end.](#)

**Indian Sports**

Company founded in 1989 and have strong offline sales channel in PAN India. Manufacturer only cricket sports equipment. Prime objective is to sell all kinds of Sports Equipment (Indian and Imported) via their online website. They wanted to rope in all the vendors to provide sports equipment to meet Indian Sports and athlete requirements.

**Questions:**

- a) What will be your strategy to search the vendors and invite to list on Indian Sports online site?
- b) List down top 10 Terms and Conditions you will set with the vendors. **20**

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