



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management

Dec 2016

Paper 18.B

RETAIL MANAGEMENT

Date: 18.12.2016

Time: 2.00 p.m. to 5.00 p.m.

Max. Marks 100

Duration 3 hours

Instructions:

1. From part "A" answers all questions (compulsory). Each sub-question carries 1 mark. **Total marks = 32.**
 2. From part "B" answers any three questions out of 5 questions. Each question carries 16 marks. **Total marks =48.**
 3. Part "C" is a case study (compulsory). **Total marks = 20**
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PART A

(32 x1 = 32 marks)

Q.1 Expand the following abbreviations

8 marks

- a. FDI
- b. USP
- c. GAAP
- d. LPG
- e. SEC
- f. CCI
- g. TPR
- h. FEMA

Q. 2 Match column A with column B

8 marks

Column A

- a. FEMA
- b. Rate contract
- c. CCI
- d. Manufacture of goods
- e. SKU's
- f. CVD
- g. Lean concept
- h. VAT

Column B

- a. DGS&D
- b. Accounting of stores
- c. Modification of Agreements
- d. 1999
- e. Additional customs duty
- f. Reducing Waste
- g. Intrastate sales transaction
- h. Excise duty

Q. 3 True or False

8 marks

- a. CST is levied on interstate sales transaction
- b. Special Additional Duty to custom duty counterbalances CST/VAT
- c. BoE is not required to be filled for import clearance
- d. Unorganised retail format is pavement vendors
- e. VED analysis of inventory is based on value of spare parts
- f. Antistatic bags are less reliable than topically treated bags
- g. Temper-Evident bands promote a sense of security
- h. Sunk cost should be considered relevant to future decision making

Q. 4. Fill in the blanks

8 marks

- a. VED analysis of inventory is done based on _____
- b. Deducting tax at source is called _____
- c. Violation of FEMA is a _____ Offence
- d. LIFO system of inventory costing is used for _____
- e. Retailing in India provides the _____ largest employment in India
- f. Committing to buy at future date is _____
- g. Packing and design provide ..._____... to goods
- h. _____ are generally placed for continuous usage, low value & MRO items.

PART-B

48 Marks

(Attempt any three. Each question carry 16 marks)

Q.5 Write short notes on any four

- a. Merchandising
- b. Cross Docking
- c. Collaborative Planning
- d. EOQ
- e. Forecasting for replenishment

Q. 6 Examine the problems and prospects of retailing business in India in the context of Globalization

Q. 7 Explain the various indirect taxes in India.

Q. 8 What are the reasons for the popularity and growth of retail industry in India.

Q.9 Describe organized and un-organized retail format. State the concept of "Shopping Mall" in India.

PART-C

20 Marks

(COMPULSORY)

Q 10.CASE STUDY

Let's assume *Siemens Limited* (a foreign company) is planning to enter the Indian electronics market.

Answer the following questions:

- (a) Name the other Retailers in this market in India.
- (b) State who among the players in India are better placed to face the competition from this new entrant and maintain their growth; and
- (c) Do you think that intense competition in the Retail Electronics Business is likely to cause consolidation? Explain with reasons.
