Retail Management

Date: 19.12.2015   **Max. Marks 100**

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

Q1. Indicate the correct answer   (carrying 1 mark each – total 8 marks).

(i) Franchising is:
(a) Business
(b) An industry
(c) A method used by business for marketing and distribution of products or services
(d) advertising

(ii) RFID was invented in
(a) 1948   (b) 1968   (c) 1991   (d) 2008

(iii) Sales promotions are aimed at   :
(a) Consumers   (b) Sellers   (c) Consignees   (d) Suppliers.

(iv) Mark ups is a difference between:
(a) Cost price and selling price   (b) Selling price and profit
(c)selling price and loss   (d) Cost price and manufacturing cost

(v) Sunk cost is
(a) Irretrievable   (b) Retrievable
(c) Depreciating   (d) Appreciating

(vi) FEMA was introduced in:
(a) 1872   (b)1999
(c) 2014   (d) 1950

(vii) Security bar codes are used on b
(a) Valuable packets   (b)Employee identification cards
(c) Labels   (d) Inflammable Packages

(viii) The final basic unit for accounting of stores is
(a) category   (b) SKU
(c) Dimensions of unit   (d) Item code

Q 2.State True or False: (carrying 1 mark each – total 8 marks).

(i) Appraisal help in distinguishing between efficient and ineffective workers
(ii) One of the most famous principle in retailing is " Retail in Detail"
(iii) Retailing is the largest employment sector in India.
(iv) Major part of retailing in India is in the hands of unorganized sector .
(v) Staff function is those which have direct responsibility for accomplishing the objectives of the enterprise
(vi) Retailing offers direct interaction with end users.
(vii) CFS is an extended arm of Sea Port.
(viii) Off-price retailers cannot beat big high cost retailers.

Q.3..Expand the abbreviations (carrying 1 mark each – total 8 marks). :

(a)PPP   (b) FDI   (c) PRIL   (d)FEMA
(e) CCI.   (f) SCIS   (g) KPIs   (h) CFS

Q.4.Match the following : (carrying 1 mark each – total 8 marks).

	Column A - statement		Column B – Who said that?
1.0	Art of getting things done through other people	A	John F. Mee
2.0	Management is a multi-purpose business organization.	B	The American Management Association
3.0	CFS	C	Custom duty
4.0	SAD	D	Cross- docking
5.0	SCIS	E	Import clearance
6..0	Bill of entry	F	Unorganized sector
7..0	Traditional Retailing	G	End to end Integration
8.0	Visibility	H	Management Information Needs

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PART-B   48 Marks
(Attempt any three. Each question carry 16 marks)

Q5. (a) What is Retailing? Explain its functions in brief.

(b)Discuss the position of Retailing in India..

Q6. Explain the following terms with Indian examples:
(a) Hypermarket (b) Supermarket (c) Mom and Pop Stores (d) Airport Retailing

Q.7. (a) What are the functions of a retailer?
(b) Briefly explain the importance and barrier of effective communication?

Q 8.. (a) What is seamless Supply Chain?
(b) Explain briefly the characteristics of good planning.

Q.9. Distinguish between any four

(a)Customer service and customer Satisfaction

(b)Promotion and Publicity

(c) Custom duty and excise Duty

(d) Logistics and marketing functions of Retail Packaging

(e) Reorder point and EOQ

(F) Forward buying and Lean Purchasing

PART-C   **20 Marks**

(COMPULSORY)

Q.10 Read the following carefully and answer the questions therein.

It is estimated that in India today approximately 30-40% of agricultural products go waste.

(a) Suggest ways and measures by which the Retail Industry in India could obtain a substantial reduction in these wastages and benefit the overall economy.

(b) State how could a macro Cold Chain management help in this task.

(c) State various Stakeholders involved in the cold chain movement in India.

(d) Suggest the ways to reduce the constraints in logistical infrastructure to obtain the objectives

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