



INDIAN INSTITUTE OF MATERIALS MANAGEMENT  
Post Graduate Diploma in Materials Management

Dec 2017

Paper 18.b

Retail Management

Date: 16.12.2017

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  |

**PART A**

( 32 x1 = 32 marks)

Answer all four questions. Each question carry 8 marks . Total 32 marks for this Section.

**Q. 1. State True or False**

- Speciality Stores is one of the Format of Retailing.
- In Business Sales volume is comparatively large Quantity, but less in monetary value as compared to Exporting / Manufacturing.
- The 4 " P " s Product, Price, Place , Promotions are the basic foundations of a successful Retail business.
- Selling Cost & Administrative Costs are Non Manufacturing Costs..
- CMS is Company Management System.
- Custom Duty is one of the Direct Tax in India.
- Countervailing Duty is also known as Additional Custom Duty.
- Finish Goods are not the component of Inventory.

**Q. 2. Write the full form of following abbreviations as used in the context of Public Procurement.**

- a. PPR    b. Pro MES    c. PEP    d. ROCE    e. EVA    f. KPI    g. CMS    h. BIN

**Q. 3. Fill in the blanks**

- importing requires a certain degree of \_\_\_\_\_ in dealing with institutions & Documentation.
- There are \_\_\_ types of Bill of Entry.
- Change in \_\_\_\_\_ is one of the factors, influencing Retailing.
- Material flow of \_\_\_\_\_ in Indian Retail Sector, is one of the factors influential In Retailing in India.
- CENVAT reduces the cascading effect of Taxes, which allows credit of Excise Duty, CVD & \_\_\_\_\_ to be paid on inputs, of specified Capital Goods or providing Taxable services.
- \_\_\_\_\_ classification is based on the criticality of the inventory item.
- FIFO, LIFO & \_\_\_\_\_ are the 3 primary costs accounting methods for the valuations of the inventory.
- \_\_\_\_\_ warehouses are owned , managed & controlled by Govt. As well as Private Agencies.

**Q. 4. Match column A with correct responses from Column B.**

<b>Column A</b>	<b>Column B</b>
1. Document to be submitted by importer`	a. Returnable Transport Container
2. Bill Of Entry should be submitted in	b . Improved speed, Reliability, Cost saving, Security etc.
3. Under EDI System, Bill Of Entry is printed on computer	c. Procurement, Demand planning, Inventory Management, Material Handling, Ware housing
4. RTC	d. Bill Of Lading
5 Other Impacts of IT, ON Supply Chain are that it has	e. Quadruplicate
6. Functions of Supply Chain Management	f. Shrink Wrapping
7. PE LD Film is used for	g..Customer, Retailer, Wholesaler, Manufacturer, component & raw material suppliers
8. Supply Chain Stages include	h. In Triplicate

**PART-B**

**48 Marks**

**( Attempt any three. Each question carry 16 marks)**

- Q. 5. a. What are the 6 Principles of Logistics Information Systems ?  
b. Explain each of above 6 principles in detail.
- Q. 6. a. Explain the various types of Warehouses.  
b. What are the Functions of Packaging ?
- Q. 7. Write notes on any 3 of the following\_
- a. Plastic packaging.
  - b. Order processing Cycle.
  - c. Make or Buy
  - d. Retail Formats .
- Q. 8. a. What are the sources of Display ideas in Merchandising ?  
b. What are the Information Technologies in Supply Chain ?
- Q .9. a. What are advanced Labelling Functions ?  
b. Explain different types of Labels used in Retailing Business ?

## **PART-C**

**20 Marks**

**(COMPULSORY)**

### **Q. 10. CASE STUDY**

Globally it has become very competitive in every part of business. We see the same in every business here in India too. In Retail sector, there are many leading players already in India which have come up in last decade or little more. Some of them have died in a matter of 3-5 years and remaining are bringing many changes, innovations to attract many customers, and to lead in their business. They too have competition from the large players from Abroad, who have entered into Indian market in last 1-2 years and have pumped in large investments, to lead and compete with their counter part in Indian business. Big Bazar is one such Indian Retail player who have established well since many years and have been good share of the market in their Retail.

1. As per you what is the success story of Big Bazar?
2. In today's market, what is the strengths and weaknesses of BIG BAZAR as per you ?
3. What need to be done by BIG BAZAR, to hold on to their success, in next 2 -5 years ?
4. Do you feel BIG BAZAR will be in a position to hold on to the tough competition, with huge investments from Players like D MART, FLIPCART, SNAPDEAL, AMAZON ?
5. Do you feel it is time for BIG BAZAR to diversify or close down ?

\*\*\*\*\*