



INDIAN INSTITUTE OF MATERIALS MANAGEMENT  
Post Graduate Diploma in Materials Management  
Paper 18.b  
Retail Management

Dec 2018

Date: 30.12 .2018

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.
2. From part "B" answers any three questions out of 5 questions. Each question carries 16 marks.
3. Part "C" is a case study (compulsory).

Total marks = 32.

Total marks =48.

Total marks = 20

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PART A

( 32 x1 = 32 marks)

**(Compulsory)**

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

- a. Retailing is one of the large employment sector in India .
- b. Customer Relationship is not a part of retail management .
- c. The 4 " P " s are the basic foundations of a successful in Retail business
- d. "Retail in Detail" is one of the most famous principle in retailing.
- e. CFS stands for container for shipping.
- f. Custom Duty is one of the Direct Taxes in India.
- g. Administrative cost is non manufacturing cost
- h. Finished goods are the part of inventory.

**Q. 2. Write the full form of following abbreviations**

- a. PPP
- b. FDI
- c. PEP
- d. CCI
- e. EVA
- f. KPI
- g. CFS
- h. SCIS

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

- a. Bill of Entry is an important document for \_\_\_\_\_
- b. FEMA was introduced in the year \_\_\_\_\_
- c. Change in \_\_\_\_\_ is one of the factors, influencing Retailing.
- d. Sales promotions are used at \_\_\_\_\_

- e. Security bar codes are used on employee \_\_\_\_\_
- f. VED classification is based on the \_\_\_\_\_ of the inventory items.
- g. FIFO is a primary costs accounting methods for the \_\_\_\_\_ of the inventory.
- h. SKU is the basic unit \_\_\_\_\_ of stores

**Q. 4. Match column A with Column B.**

	Column A		Column B
1.	Management	A	An enabler to SCM
2.	Logistics Management	B	Art of getting things done through other people
3.	Cross- docking	C	Custom duty
4.	Indirect tax	D	CFS
5.	Receipt against dispatches through ship	E	RTC
6.	Returnable Transport Container	F	Traditional Retailing
7.	Unorganized sector	G	Transparency
8.	Visibility	h	Bill of Lading

**PART-B**

**48 Marks**

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

- Q. 5. a.** Discuss the position of retailing in India.  
**b.** Explain the functions of a retailer.
- Q. 6. a.** Explain the various types of packaging & their functions..  
**b.** Discuss the Functions of a warehouse.
- Q. 7.** Write short notes on any 2 of the following (8x 8 = 16 marks)
  - a. Mom and Pop Stores
  - b. Hypermarket.
  - c. Make or Buy Decision
  - d. Seamless Supply Chain.
- Q. 8. a.** What are the sources of Display ideas in Merchandising?  
**b.** Discuss the importance of Information Technologies in Retail Supply Chain.
- Q.9. a.** Distinguish between fixed period & fixed order inventory models  
**b.** Distinguish between promotion & publicity

PART-C

20 Marks

(COMPULSORY)

**Q. 10. CASE STUDY**

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

**Questions:**

- (a) Give your views on the above case.
- (b) Suggest ways and measures by which the Retail Industry in India could obtain a substantial reduction in these wastages.
- (c) State how could a macro Cold Chain management help in this task.
- (d) State various Stakeholders involved in the cold chain movement in India.

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