



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management 3years/Lateral

Dec 2019

Paper 18.b

RETAIL MANAGEMENT

Date: 29.12.2019

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

PART A

(32 x1 = 32 marks)

Q.1 Expand the following abbreviations

[8 marks]

- a. BIN
- b. PPP
- c. CFS
- d. HACCP
- e. SCIS
- f. CCI
- g. KPI
- h. 4Ps

Q. 2 Match column A with column B

[8 marks]

Column A	Column B
1. Cross Docking	a. Direct Tax
2. Income Tax	b. Accounting of stores
3. Custom Duty	c. Excise Duty
4. Manufacture of goods	d. Applicable on Import
5. SKU's	e. Bill of Entry
6. Import Clearance	f. Lean Concept
7. Reducing Waste	g. Unorganized Sector
8. Traditional Retailing	h. CFS

Q. 3 True or False

[8 marks]

- a. FIFO is used in valuation of inventory
- b. Major part of retailing in India is in the hands of unorganized sector.
- c. BoE is required to be filled for import clearance
- d. Concept of JIT enhances inventory
- e. ABC analysis of inventory is based on the cost of items
- f. Standard specifications are developed by only non-governmental agencies
- g. Custom duty is levied on import of stores.
- h. Seamless Supply Chain is an ultimate objective of integrated SCM.

Q. 4. Fill in the blanks

[8 marks]

- VED analysis of inventory is done based on _____
- Deducting tax at source is called _____
- Purchasing cycle starts from _____
- HIFO system of inventory accounting is used for reducing _____
- FEMA was introduced in the year _____
- Value Engineering is done to _____
- Bonded Warehouses are used to store _____
- FIFO system is invariably used for the issues of _____

PART-B

[48 Marks]

(Attempt any three. Each question carry 16 marks)

Q.5 Write short notes on any four (4 x4 = 16 marks)

- Concept of Unitization of stores
- Features of an Ideal Retail outlet
- Retail Formats
- Various Modes of Transportation
- Make or Buy
- Warehousing

Q. 6 Explain the detailed process of purchasing. [16 marks]

Q. 7 Discuss the various inventory control techniques used to control inventory. [16 marks]

Q. 8 Discuss the various functions of Retail Supply Chain Management. [16 marks]

Q.9 Describe organized and un-organized retail format. State the concept of "Shopping Mall" in India. [16 marks]

PART-C

20 Marks

(COMPULSORY)

Q. 10 CASE STUDY

M/s Edwards Retail Ltd are in the business in retail for last 3 decades & one of the oldest in the world. They want to enter in the Indian market in their vision plan of growth and doubling their turn over in 3 years. They have engaged a young team of Retail Professionals and you are one of them. They have identified 8nos of B class cities to start with for opening 4 malls in each of these cities. All these 8 cities are in the Western India region. They are fully aware of multinational being in this retail business, including latest entry FLIFCART

They have planned to give a tough fight to the existing retail competitors. As such they have focused on sections like Electronics goods, Home appliances and high technology products. In addition they have made sure that their retail shop is equipped to give customer one place to give all products. This means for them huge no of item/ SKU. This means a very good Inventory management will be required.

Questions:-

- What do you suggest Central Purchase or Decentralized and why?
- How many warehouses you suggest in this scenario?
- In this case how will you organize in bound & out bound logistics?
- How will you manage Inventories, in this case?
