Retail Management

Date: 27.07.2019   **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)

(compulsory)

Q. 1. State True or False   **8 marks**

   a. VAT has perished with the GST coming in.

   b. ISO means International Standard organisation.

   c. SQMS means Systematic Quality Management System.

   d. We consolidate demand in Centralised Purchase.

   e. VED Classification is based on Annual Consumption values.

   f. In FSN Analysis items are classified on the basis of rate of consumption.

   g. Packaging refers to a container in which the product reaches the end use customer.

   h. CWC is a Government Warehouse.

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

                                                                                 8 marks

   a. ROI   b. CWC   c. EVA   d. EICI

   e. BIN   f. CMS   g. RTC   h.CFS

Q. 3. Fill in the blanks   **8 marks**

   a. Stock spotting is used most often in Physical _____.

   b. Stock piling provides an inventory _____, which allows production efficiencies within the

      constraints imposed by material sources and the customer.

   c. Break bulk and cross dock warehousing operation are similar to _____ except that no

      storage is performed.

d. FIFO & LIFO are cost _____ methods for the valuation of inventory.

e.EOQ is the Quantity for which orders are placed when _____ reaches the reorder level.

f. In XYZ Analysis it is the value of items in _____.

g. SDE Analysis is based on criteria of problems faced in _____.

h. Entry tax & Excise duty are _____after GST has come in.

Q. 4. Match column A with correct responses from Column B.   **8 marks**

        Column A   **Column B**

1	Insulated container	a	Management of goods outward from end of assembly to customer.
2	Refrigerated container	b	Supply chain Information System
3	Forty Foot Equivalent Unit	C	JIT
4	Advanced form of packaging	d	Lower response time
5	Outbound logistics	e	Containment & Protection
6	SCIS	f	F E U
7	Significance of Lean Purchasing	g	Used for perishable goods like fruits, meat, vegetables.
8	Decentralised Purchasing	h	Here Dry ice is used as the cooling medium.

PART-B   48 Marks

(Attempt any three. Each question carry 16 marks)

Q. 5. Write short notes on any 4 of the following. (4 x 4 = 16 marks)

    1. Destructible Label

    2. Importance of Processing Data in Supply Chain.

    3. Mc. Donald's Supply Chain in India.

    4. GRP (Glass Filled Reinforced Plywood)

    5. Characteristics of Retail Chain

Q. 6.a. Describe different Classification of Retailing .   **8 marks**

  b. Explain how Organised Sector Retailing has very good prospects in India . **8 marks**

Q. 7. Explain in detail the legal Aspects of Purchasing in Retail Sector.   **16 marks**

Q. 8. a. What are the different types of Warehouses ?   **8 marks**

    b. How packaging plays very important role in marketing a product ? **8 marks**

Q. 9. Explain with examples the procurement cycle and explain its each activity mapped. **16 marks**

PART-C   20 Marks

(COMPULSORY)

Q. 10. CASE STUDY

M/s Amazon, a Foreign company has entered the Indian Market since last couple of years and seems to have been doing good. In such scenario answer the following.

1. As per you what strategy of M/s Amazon,   helped them to enter Indian market and grow quickly ?
2. Name 2 other foreign companies in Retail, who have entered Indian Market,& How they are different as compared to M/s AMAZON as per you ?
3. How is the Supply Chain helping & M/s Amazon in their success ?
4. Name 2 leading Retailing Companies competing with Amazon & what are their leverage points ?
5. As per you what segments in industry will prosper in retailing   in India in next 5 years and why ?

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