



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

June 2015

Post Graduate Diploma in Materials Management

Paper 18.b (New)

RETAIL MANAGEMENT

Date: 20.06.2015

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. PRIL
- b. USP
- c. GAAP
- d. NCLT
- e. CCI
- f. CIDR
- g. TPR
- h. MRD

Q. 2 Match column A with column B

8 marks

Column A

- a. Hedging
- b. Rate contract
- c. JIT
- d. Counter veiling
- e. SKU's
- f. Material Planning
- g. McDonald
- h. Pinfed labels

Column B

- a. DGS&D
- b. Subsidy
- c. Shop floor control
- d. Counter speculative
- e. Food Retailer
- f. Reduce Waste
- g. Double Matrix products
- h. Inventory Investment

Q. 3 True or False

8 marks

- a. Individual labels are loose single part labels
- b. Liquid containers are usually made of stainless steel
- c. Importing is a function of a company's international strategy
- d. Unorganised retail format is pavement vendors
- e. Seasonless supply chain ensures perfect information and material flow
- f. Antistatic bags are less reliable than topically treated bags
- g. Direct importing is directly from one country to another
- h. Sunk cost should be considered relevant to future decision making

Q. 4. Fill in the blanks

8 marks

- a. Transfer pricing regulations are applicable on transactions
- b. Withholding..... tax is otherwise called
- c. Violation of FEMA is a Offence
- d. Competition Act was passed in
- e. Retailing in India is the largest employees
- f. Indian consumer trend is shifting from price to
- g. Packing and design are arriving at of goods
- h. SCIS started with manual processing of

PART-B

48 Marks

(Attempt any three. Each question carry 16 marks)

Q.5 Write short notes on any four

- a. Merchandising
- b. Direct importing
- c. Centralized purchasing
- d. Types of SCM
- e. Containerisation

Q. 6 Examine the problems and prospects of retailing business in India in the context of Globalisation

Q. 7 Explain the various indirect taxes in India.

Q. 8 What are the importance & benefits of warehousing

PART-C

20 Marks

(COMPULSORY)

Que 10. CASE STUDY

The retail business in all major cities in India is flourishing by launching in line business. More the retail wing of Aditya Birla Group set up. More mega buys.com dealing in 32 product categories. Tata owned Croma is going to launch its online format shortly. Shoppers Stop is adding a shopping option on its facebook page. The early mover. Future Group promoted future Bazar targeting daily sale of \$1 crore from its portal.

Expensive real estate triggers companies start web stores and it also solves logistics issues. Mr. Ajit Joshi, CEO of Croma notes that the reason to start on line format is to tap the youth market as the Indian youth is highly adaptable to information technology. Viral and social marketing are the order of the day. The song kolveri Di's popularity is an living example of it. Ajit Joshi points out.

Future bazaar.com, the online of future group was relaunched during 2014 through originally introduced in 2006 as a concept. Its retail product categories include fashion home and living and utilities. Mr. Kashyap Durah said. President of future bazaar is looking forward to hav 10% revenue of the group to come through online platform in next few years. Future bazaars footfall is 220 million annually and its annual turnover from its retail formats such as Big Bazaar, Pantaloon and e zone is \$10000 crore. On the logistics challenges, the supply chain is managed by its sister concern Future Logistics. It also works with 30,000 vendors. The vendors directly ship products to the customer saving cost and delivery time.

Questions

1. What are the reasons for the success of online trading portals in India ?
2. Why the younger generation is more addicted to it than the elderly population?
3. How far Future Bazaar .com is successful ?
4. What stages the future bazaar .com should take to increase their business
5. What are the solutions for the traditional office format?
