



INDIAN INSTITUTE OF MATERIALS MANAGEMENT  
Post Graduate Diploma in Materials Management

June 2018

Paper 18.B

RETAIL MANAGEMENT

Date: 17.06.2018  
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. **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)**

**Q.1 Expand the following abbreviations**

**8 marks**

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

**Q. 2 Match column A with column B**

**8 marks**

**Column A**

1. CFS
2. DGS&D
3. CCI
4. Excise Duty
5. SKU's
6. Bill of Entry
7. Reducing Waste
8. Unorganized Sector

**Column B**

- a. Rate contract
- b. Accounting of stores
- c. Manufacture of goods
- d. 1999
- e. Import Clearance
- f. Lean Concept
- g. Traditional Retailing
- h. Cross Docking

h.

**Q. 3 True or False**

**8 marks**

- a. Retailing is the largest employment sector in India.
- b. Major part of retailing in India is in the hands of unorganized sector.
- c. BoE is not required to be filled for import clearance
- d. JIT enhances Customer Satisfaction
- e. VED analysis of inventory is based on criticality of spare parts
- f. Standard specifications are developed by only non-governmental agencies.
- g. CFS is an extended arm of Sea Port.
- h. Seamless Supply Chain is an ultimate objective of integrated SCM.

**Q. 4. Fill in the blanks**

**8 marks**

- a. ABC analysis of inventory is done based on \_\_\_\_\_
- b. Deducting tax at source is called \_\_\_\_\_
- c. \_\_\_\_\_ is the combination of direct materials and labor cost.
- d. FIFO system of inventory accounting is used for reducing \_\_\_\_\_
- e. FEMA was introduced in the year \_\_\_\_\_
- f. Value Engineering is done to \_\_\_\_\_.
- g. Bonded Warehouses are used to store \_\_\_\_\_
- h. \_\_\_\_\_ is an investment made by a company into a company based in another country

**PART-B**

**48 Marks**

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

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

- a. Containerization
- b. Cross Docking
- c. Retail Formats
- d. EOQ
- e. Make or Buy
- f. Warehousing

**Q. 6** What is GAAP? Explain the legal aspects of purchasing.

**Q. 7** What is retailing? Discuss the position of retailing in India.

**Q. 8** What is seamless Supply Chain? Discuss the various functions of Supply Chain Management.

**Q.9** Describe organized and un-organized retail format. State the concept of "Shopping Mall" in India.

**PART-C**

**20 Marks**

**(COMPULSORY)**

**Q 10 CASE STUDY**

A meat packer complained of his packaged frankfurters turning green. He accused the packaging material of being contaminated. Bacteriological examination of the flexible plastic packaging material proved negative. The suspicion that the packaging equipment failed to provide adequate vacuum proved equally without foundation. The search continued for imaginary culprits. Not once did the packer consider that his own lack of sanitation was at fault.

Kindly read the above carefully and answer the following:

1. Analyze this case and find out the causes of this problem.
2. Suggest the best packaging material for above for avoiding such problems in future. What are the precautions to be taken while packaging and transporting meat?

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