

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination May, 2024**

**Course: Retail Logistics**  
**Programme: BBA(LM)**  
**Time: 03 hrs.**

**Semester: VI**  
**Course Code: LSCM3012**  
**Max. Marks: 100**

**Instructions: All sections are compulsory & this question paper carries 4 sections.**

**Section – A (20 Marks)**  
**Attempt all questions in this section.**

		Marks	CO
Q-1	<b>Very short answers-</b>	<b>2*5=10</b>	
	1. What are multichannel retailers?	2	CO1
	2. What is staple merchandise?	2	CO1
	3. What is breadth and depth in inventory at retail store?	2	CO1
	4. What is inventory shrinkage in a retail store?	2	CO1
	5. What is the significance of the buffer stock in inventory management?	2	CO1
	<b>Fill in the blanks-</b>	<b>2*5=10</b>	<b>CO</b>
	6. Retailer is a link between _____ and _____.	2	CO1
	7. In retailing POS stands for _____.	2	CO1
	8. FSSAI stands for _____.	2	CO1
	9. _____ is the inventory that goes up and down due to the replenishment process.	2	CO1
	10. _____ is a retail channel in which the salespeople interact the customer face to face in a convenient location, either at the customer's home or workplace.	2	CO1

**Section – B (20 Marks)**

<p align="center"><b>Attempt any four questions in this section, each carries 5 marks (5*4=20 marks)</b>  <b>Write a short note on any four</b></p>			
Q.2	What different benefits a retailer can get by franchising in retail business.	5	CO2
Q.3	What are the steps in strategic retail planning process?	5	CO2
Q.4	How does efficient inventory management impact retail logistics?	5	CO2
Q.5	What are different controllable and uncontrollable factors which a retailer considers for the sales projection of a retail store?	5	CO2
Q.6	What is customer loyalty? How can a retailer build loyalty for its customer?	5	CO2
<p><b><u>Section – C (30 Marks)</u></b></p> <p><b>Attempt any 3 questions, each question carries 10 marks (10*3=30 marks)</b></p>			
Q -7	Discuss the benefits of brick and mortar(physical) stores as compared to electronic channel?	10	CO2
Q-8	Discuss the issues and challenges faced by retailer with multichannel retailing?	10	CO3
Q-9	Discuss retail strategy and various growth strategies followed by retailers by taking suitable examples?	10	CO4
Q-10	What are the primary elements of merchandise management within the retail sector, and what factors contribute to its successful execution by retailers?	10	CO4
<p><b>SECTION-D</b>  <b>Answer the following (15*2=30 marks)</b></p>			
Q-7	Analyze in depth the various factors that contribute to a retailer's establishment of sustainable competitive advantage. Explain it by taking suitable examples from different organizations.	15	CO3
Q-8	<p align="center"><b>Case Let</b></p> <p>A well-known global apparel retailer found itself with the growing pains that often accompany rapid success. Business was booming. The company already had about 1100 stores across the United States and was planning to open 50-60 more stores domestically and 15 internationally each year. However, the major retailer had a major problem on its hand that had nothing to do with the production of fine apparel. The company found itself struggling to manage an aspect of its business outside of its core competency namely-the distribution of the store fixtures for new store</p>		

	<p>openings and renovations. To accomplish this task the retailer had been depending on a combination of internal resources and outsourcing. However, this approach clearly was not working.</p> <p>Neither the company itself nor its outside partner had the technology or the processes in place to provide the necessary visibility into the supply chain. The inefficiency that resulted led to late shipments, missing items, no accountability, and inflated cost.</p> <ol style="list-style-type: none"> <li>a. What are the major problems of the global retailer?</li> <li>b. How a logistics company XYZ that had experience and expertise in the retail sector can solve the problem?</li> <li>c. What would be the benefits retailer could reap by engaging company XYZ?</li> </ol>	<p>5 5 5</p>	<p>CO4 CO4 CO4</p>
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