

Name:  
Enrolment No:



**School of Business**  
**End Semester Examination, May 2025**

**Course-Retail SCM**  
**Program MBA LSCM**  
**Time: 03 hrs.**

**Course Code-LSCM7007**  
**Semester: II**  
**Max. Marks:100**

**Instructions:** Section A is compulsory (each carrying 2 marks = 20 marks); any **Four Questions** from **Section B** (20 marks). **Three Questions** from **Section C** is (carrying 10 marks = 30 marks). **Section D** is compulsory (each carrying **15marks= 30 marks**);

**Section A (This section is compulsory)**

1.	Very short/Objective Questions-	Marks	COs
a.	Fill in the Blanks. EDLP in pricing stands for_____	[2]	CO1
b.	_____ is a pricing strategy where a company charges the highest initial <b>price</b> that customers will pay, and then lowers it over time.	[2]	CO1
c.	A_____ is a diagram that shows how and where specific SKUs should be placed on retail shelves or displays to increase customer purchases.	[2]	CO1
d.	_____ are big-box stores that offer a narrow but deep assortment of merchandise.	[2]	CO1
e.	_____ is the ratio of average cost of goods sold to average inventory investment.	[2]	CO1
f.	A diversification strategy in retail introduces a new product or service to a market segment that _____. Choose from the option below).  1. is currently not served 2. includes many ethnicities 3. already exists 4. does not traditionally respond to mixed media	[2]	CO1
g.	FSSAI stands for_____.	[2]	CO1
h.	When consumers go shopping to accomplish a specific task, such as Eva buying a suit for job interviews, they are seeking to satisfy _____needs .	[2]	CO1
i.	Automated retailing machines, also known as _____ , are typically placed at convenient, high-traffic locations, such as in workplaces or on university campuses.	[2]	CO1
j.	What is inventory shrinkage in retail store?	[2]	CO1
<b>Section B</b>			
<b>Short type answers (5 marks each)</b>			

2	Why is human resource management more important in retailing firms than in manufacturing firms?	[5]	CO2																																																																								
3	What are the factors that help in determining the backup stock?	[5]	CO2																																																																								
4	Distinguish between variety and assortment. Why are these important elements of the retail market structure?	[5]	CO2																																																																								
5	Discuss the multiattribute attitude model, used by customers for purchasing decision from a specific store.	[5]	CO2																																																																								
	<div>Section C</div> <div>Each question carries 10 marks</div>																																																																										
6	Define Buying Decision Process for any new consumer durable product such as furniture etc. and how it will differ from any FMCG such as Ice cream/Biscuit.	[10]	CO3																																																																								
7	<div>a. What are important steps in developing a merchandise budget plan? Apply your understanding and complete the table below related to budgeting(5 marks)-</div> <table><tr><td></td><td></td><td>April</td><td>May</td><td>June</td><td>July</td><td>August</td><td>September</td></tr><tr><td>Sales % Distribution to Season</td><td>100%</td><td>19%</td><td>12%</td><td>14%</td><td>18%</td><td>21%</td><td>16%</td></tr><tr><td>Monthly Sales</td><td>1200000(INR)</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Reduction % distribution to Season</td><td>100%</td><td>40%</td><td>14%</td><td>16%</td><td>12%</td><td>10%</td><td>8%</td></tr><tr><td>Monthly Reduction</td><td>18000</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>BOM stock to Sales Ratio</td><td>4</td><td>3.6</td><td>4.4</td><td>4</td><td>4.4</td><td>3.6</td><td>4</td></tr><tr><td>BOM Inventory</td><td>98280</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>EOM Inventory</td><td>65600</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Monthly addition to stock</td><td>113820</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> <div>b. Describe the ways in which designing a Web site is similar to and different from designing a physical store layout.(5 marks)</div>			April	May	June	July	August	September	Sales % Distribution to Season	100%	19%	12%	14%	18%	21%	16%	Monthly Sales	1200000(INR)							Reduction % distribution to Season	100%	40%	14%	16%	12%	10%	8%	Monthly Reduction	18000							BOM stock to Sales Ratio	4	3.6	4.4	4	4.4	3.6	4	BOM Inventory	98280							EOM Inventory	65600							Monthly addition to stock	113820							[10]	CO3
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8	Explain the following terms in detail: a. Price Elasticity b. Surge Pricing c. Factors affecting the product pricing d. Mark up Pricing	[10]	CO3																																																																								
<div>Section-D</div> <div>All questions in this section are compulsory.</div>																																																																											

9.	<div data-bbox="667 163 766 197" data-label="Section-Header"><p><u>Caselet</u></p></div> <div data-bbox="135 208 446 241" data-label="Section-Header"><p><b>Company Background</b></p></div> <div data-bbox="135 248 1297 495" data-label="Text"><p>QuickGrocery is a fast-growing online grocery retailer specializing in 30-minute delivery of fresh produce and essentials in metro areas. Its success relies on a network of micro-fulfillment centers (MFCs) located within city limits and partnerships with local suppliers. However, rising fuel costs, traffic congestion, and customer demand for eco-friendly practices have strained its supply chain. QuickGrocery aims to balance speed, cost, and sustainability while competing with giants like Amazon Fresh and Instacart.</p></div> <div data-bbox="135 501 357 535" data-label="Section-Header"><p><b>Key Challenges:</b></p></div> <div data-bbox="183 542 1297 748" data-label="List-Group"><ul style="list-style-type: none"><li>• <b>Last-Mile Costs:</b> 45% of total delivery expenses stem from inefficient routes and idle delivery staff during off-peak hours.</li><li>• <b>Inventory Waste:</b> 15% of perishable stock spoils due to demand forecasting errors.</li><li>• <b>Sustainability Pressure:</b> Customers demand plastic-free packaging, but alternatives increase costs by 20%.</li></ul></div> <div data-bbox="135 797 271 831" data-label="Section-Header"><p><b>Questions</b></p></div> <div data-bbox="183 837 1297 1256" data-label="List-Group"><ol style="list-style-type: none"><li>1. <b>Supply Chain Optimization:</b> QuickGrocery’s last-mile delivery costs and waste are eroding margins. Propose a data-driven strategy to optimize routes, inventory management, or supplier partnerships. How can it maintain its 30-minute delivery promise while reducing costs? (15 marks)</li><li>2. <b>Sustainability vs. Profitability:</b> Should QuickGrocery prioritize eco-friendly packaging despite higher costs, or focus on cost reduction to compete with rivals? Justify your answer with examples of circular supply chain practices (e.g., reusable containers, IoT-enabled freshness tracking).(15 marks)</li></ol></div>	30	CO4