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| Name: | |  | |
| Enrolment No: | | | |
| <div><div>UPES</div><div>End Semester Examination, May 2025</div><div><div>Course: Retail Logistics</div><div>Program: BBA LM</div><div>Course Code: LSCM3012</div></div><div><div>Semester: VI</div><div>Time : 03 hrs.</div><div>Max. Marks: 100</div></div></div> | | | |
| Instructions: | | | |
| SECTION A 10Qx2M=20Marks | | | |
| S. No. | | Marks | CO |
| Q 1 | Write full forms (1.1 to 1.5) and choose the correct answer (1.6 to 1.10) | | |
| 1.1 | VED | 2 | CO1 |
| 1.2 | FTL | 2 | CO1 |
| 1.3 | TMS | 2 | CO1 |
| 1.4 | CRM | 2 | CO1 |
| 1.5 | HORECA | 2 | CO1 |
| 1.6 | What is last-mile delivery in retail logistics? a) Delivery of goods from the manufacturer to the retailer b) Delivery of goods from the retailer to the customer c) Delivery of goods between different retail stores d) Delivery of goods from the customer to the retailer | 2 | CO1 |
| 1.7 | What is the role of logistics in retail supply chains? a) To manufacture finished products b) To transport products from manufacturers to retailers c) To provide raw materials or components to retailers d) To purchase products from retailers for resale | 2 | CO1 |
| 1.8 | Many times..... is not included in SCM a. Material handling b. Retail management c. Sales management d. None | 2 | CO1 |
| 1.9 | Which of the following is the benefit of using RFID technology in retail logistics? a) Increased inventory accuracy b) Reduced transportation costs c) Increased customer satisfaction d) All of the above | 2 | CO1 |
| 1.10 | What is a distribution center in retail logistics? a) A facility where goods are manufactured | 2 | CO1 |

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| | b) A facility where goods are stored and sorted for delivery c) A facility where customers can purchase goods directly d) A facility where returns are processed | | |
| SECTION B 4Qx5M= 20 Marks | | | |
| | All Questions Compulsory. (not more than 1 page) | | |
| Q2 | What are multichannel retailers? | 5 | CO2 |
| Q3 | Describe the impact of efficient inventory management on retail logistics? | 5 | CO2 |
| Q4 | Explain breadth and depth in inventory at retail store? | 5 | CO2 |
| Q5 | Define Outsourcing with example? | 5 | CO2 |
| SECTION-C 3Qx10M=30 Marks | | | |
| | All Questions Compulsory | | |
| Q6 | Explain the pros and cons of different Transportation Network. | 10 | CO3 |
| Q7 | Define Contract Manufacturing? List its advantages and Disadvantages. Or Describe the primary elements of merchandise management within the retail sector, and what factors contribute to its successful execution by retailers? | 10 | CO3 |
| Q8 | Discuss the benefits of brick and mortar(physical) stores as compared to electronic channel? | 10 | CO3 |
| SECTION-D 2Qx15M= 30 Marks | | | |
| | Case Study :- Karan Automotive Company. Karan Automotives Company (KAC) has a virtual monopoly in India in the product range it is manufacturing like automotive spark plugs and diesel fuel injection equipment. Its other products include auto electrical, special purpose machines, hydraulic and pneumatic equipment, portable electrical tools etc. With growing markets and competition, KAC increased its dealers by 3000 in 2001. But because of the following three reasons, small-scale manufacturers have largely captured the replacement market. Firstly, the industry is not capital intensive; Secondly, market growth is very high, and thirdly, end users are price conscious, compromising on quality. The industry has had to face the repercussions of a slowdown now but due to ever-growing replacement sector, the scope for exports may hold out its own in the face of growing uncertainty. The company has adopted the principles of Total Quality Management (TQM) and innovations to keep customers satisfied. Distribution Network Distribution network is the backbone of the KAC which serves as the link between the company and the retailers. KAC ◇ Main Distributor ◇ Dealers ◇ Retailers. Lately, KAC has been sensing problem in its | | CO4 |

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| | <p>distribution link. The management observed that the promotional schemes evolved and introduced by the company are not reaching down the line, resulting in limited coverage and awareness about new products and dealers never allow the benefits of the schemes to go down the lines. Dealers only promote products wherein they had good profit margins neglecting their going products such as spark plugs. However, on the product front, KAC found that the products are well accepted and there is no complaints regarding quality. Due to excellent product quality, all Original Equipment Manufacturers (OEMs) use KAC products. Below is the existing compensation package: C&F agents – 1 % Main Distributors – 4% for spark plugs and 6% for other products. Dealers – 3% for spark plugs and 4% for other products. In the new structure, KAC removes the dealers, the main distributor now get 7% for spark plugs and 10% for other products. KAC introduced an incentive scheme based on sales, turnover discount, quantity discount etc. Infrastructure commission of 2% for distributors who have 2 salesman and 1 delivery van. KAC decides on a uniform pricing policy and has the MRP printed on all its products. KAC reorganizes its sales into 4 zones, 41 distributors and C&F agent in each state. It installed a Information system to link all its branches, HO, factories and distributors. Storage of finished goods is done at 4 hubs, namely Bangalore, Delhi, Jamshedpur and Nagpur (all close to their factories). Transportation is outsourced for long term to the leading 3PL, while warehouses are owned and operated by KAC. This new arrangement reduces the logistics cost to 4.5%(of sales) from earlier 6.7% and finished goods inventory stocks comes down to 18 to 20 days from 30-35 days. Still the management wants to reduce the logistics cost to 2.5% and inventory stock to 8 - 10 days in the next 3 years.</p> | | |
| Q9 | What all are the challenges KAC is facing? Which transportation model do you think KAC has adopted for distribution and explain the model? | 15 | CO4 |
| Q10 | <p>How should KAC management reduce the logistics cost to 2.5% and inventory stock to 8 - 10 days? Give your suggestions.</p> <p>Or</p> <p>Design and compare the KAC's old and new system of entire operations.</p> | 15 | CO4 |