



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Term Examination May- 2023

Program: MBA (LSCM)
Subject/Course: Retail Supply Chain Management
Course Code: LSCM7007

Semester : II
Max. Marks: 100
Duration: 3 Hours

IMPORTANT INSTRUCTIONS

Section A (20marks)

- 1. Each Question subpart will carry 2 Marks*
2. Instruction: Complete the statement / Select the correct answer(s)

1	Objective/Very short answers	Marks	CO
a	The return on assets can be divided into two paths _____ & _____.	[2]	CO1
b	Retailer is a link between _____ & _____.	[2]	CO1
c	CPFR stands for_____.	[2]	CO1
d	_____ is a list of the SKUs that a retailer will offer in a merchandise category and reflects the variety and assortment that the retailer plans to offer in a merchandise category	[2]	CO1
e	Variety is often referred to as the _____of merchandise and assortment is referred to as the _____of merchandise.	[4]	CO1
f	State True or False A category killer is a specialty retailer, which offers a very large selection in the chosen product category and economical prices.	[2]	CO1
g	State True or False Off price retailers buy manufacturers seconds, overruns, off seasons at a deep discount.	[2]	CO1
h	McDonald's is one of the best examples of business format _____.	[2]	CO1
i	FSSAI stands for_____.	[2]	CO1

Section B (20 marks)

- 1. Each question will carry 5 marks*
2. Instruction: Write short / brief notes

2	What are the factors helps in determining the backup stock?	[5]	CO2
3	In a situation in which the lead time is four weeks, the buyer reviews the SKU once a week, 18 units of backup stock are needed to maintain the product availability desired, and the sales rate for the next four weeks is 10 per day. Determine the Order Point.	[5]	CO2
4	What are the issues and challenges faced by service retailers?	[5]	CO2
5	How can strategic planning help build a competitive advantage?	[5]	CO2
6	What is Customer loyalty? How a retailer can build loyalty for its customers?	[5]	CO2
Section C (30 marks) <i>Each question will carry 10 marks</i>			
7	Why is it necessary for a retailer to be aware to be aware of the following Acts? 1) Consumer Protection Act 2) Standards of Weights and Measures	[10]	CO3
8	Amazon.com started as an Internet retailer selling books. Then it expanded to music, DVDs, electronics, software, OTT platform and travel services. Evaluate these growth opportunities in terms of probability that they will be profitable business for Amazon.com. What competitive advantages does Amazon.com bring to each of these businesses?	[10]	CO3
9	How has the role of technology evolved in the merchandise planning process? Write the importance of Bar Coding and use of Radio Frequency Identification (RFID) in retailing.	[10]	CO3
Section D (30 marks) Attempt anyone <i>This Question carries 30 Marks.</i>			

a). What are the important steps in developing a merchandise budget plan? Apply your understanding please complete the table below related to budgeting-

[30]

		April	May	June	July	August	September
Sales % distribution to Season	100%	21%	12%	12%	19%	21%	15%
Monthly Sales	130000						
Reduction % Distribution to Season	100%	40%	14%	16%	12%	10%	8%
Monthly Reduction	16500						
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						

b). What are the factors that a retailer needs to take into account while choosing a location for a retail store?

10

OR

A well-known global apparel retailer found itself dealing with the growing pains that often accompany rapid success. The 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, this major retailer had a significant problem that had nothing to do with the production of fine apparel. The company struggled to manage an aspect of its business outside of its core competency – namely, the distribution of store fixtures for new store openings and renovations. To accomplish this task, the retailer depended on a combination of internal resources and outsourcing. However, this approach was not working.

Neither the company nor its outside partner had the technology or the processes in place to provide the necessary visibility into the supply chain. The inefficiency led to late shipments, missing items, no accountability, and inflated costs.

CO4

	<p>c). What are the major problems of the Global Apparel Retailer?</p> <p>d). How can a logistics company 'XYZ' with experience and expertise in the retail sector, solve the problem?</p> <p>e). What would be the benefits Retailer can reap by engaging XYZ</p>		
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