UPES

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: B.Tech CS ECRA	**Semester – VII**
Subject (Course): Retail Supply Chain	**Max. Marks : 100**
Course Code : BBCR172	**Duration : 3 Hrs**
No. of page/s: 2	

Section A

Short questions (Upto 5 lines)   2x10=20 Marks

1. Explain advantages of Shopping Malls as locations for Retail Store?

2. Explain reverse auction?

3. Why Long Term Strategic planning requires more attention than ever before in retail business

4. Explain reasons for taking markdown?

5. Mention 3 elements of Retail Strategy?

6. What are the various opportunities for Retailer to develop sustainable competitive advantage?

7. Explain Market Basket Analysis?

8. Why EDI (Electronic Data Interchange) is used ?

9. Explain Contrast between Push and Pull supply chain strategy

10. Retail is Hi Tech industry. Explain how.
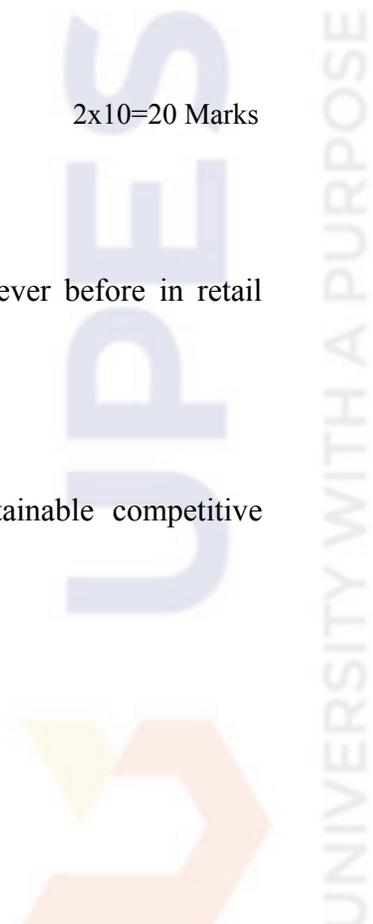
11. List down various advantages of using Distribution Center?
12. Define competitive advantage and its various sources. Explain any 4 in detail.
13. Explain various responsibilities of Store Manager?
14. Explain various locations suggested for Retail stores

Section C 2x20= 40 Marks

15. Define is Vendor Managed Inventory (VMI?)

Or

Define Push-Pull Supply Chain Management

16. A retail store Chain wants to implement VMI strategy. They decide to start with one store and one vendor to get learnings before moving to all stores. Following are the departments/Individuals involved in the VMI process.

a) Customer (At POS)
b) Store Manager (At POS)
c) Distribution Center (In Some Location near Store)
d) Buyer/Planner (In Head Office)
e) Vendor (In Some Location near Store)

Make one rectangle box for each of above departments/Individuals and Show

A. Information flow Sequence using solid lines
B. Merchandise Flow Sequence using Dotted Lines

UPES

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: B.Tech CS ECRA   Semester – VII

Subject (Course): Retail Supply Chain   **Max. Marks : 100**
Course Code :BBCR 172   **Duration: 3 Hrs**
No. of page/s: 2

<u>**Section A**</u>

Short questions (Upto 5 lines)   2x10=20 Marks

1. Why Long Term Strategic planning requires more attention than ever before in retail business

2. Mention 3 elements of Retail Strategy?

3. What are the various opportunities for Retailer to develop sustainable competitive advantage?

4. Explain advantages of Shopping Malls as locations for Retail Store?

5. What are the reasons for taking markdown?

6. Define reverse auction?

7. What do you mean by Market Basket Analysis?

8. Difference between Push and Pull supply chain strategy

9. Retail is Hi Tech industry. Pls explain how.

10. What are benefits of EDI (Electronic Data Interchange?)

11. Define competitive advantage and its various sources. Explain any 4 in detail.

12. List down various advantages of using Distribution Center?

13. Explain different elements of strategies followed by Retailers with examples.

14. What are various responsibilities of Store Manager?

Section C 2x20= 40 Marks

15. Define is Vendor Managed Inventory (VMI?)

Or

Define Push-Pull Supply Chain Management

16 . A retail store Chain wants to implement VMI strategy. They decide to start with one store and one vendor to get learnings before moving to all stores. Following are the departments/Individuals involved in the VMI process.

f) Customer (At POS)
g) Store Manager (At POS)
h) Distribution Center (In Some Location near Store)
i) Buyer/Planner (In Head Office)
j) Vendor (In Some Location near Store)

Make one rectangle box for each of above departments/Individuals and Show

C. Information flow Sequence using solid lines
D. Merchandise Flow Sequence using Dotted Lines