

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, April 2018

Program:	Bachelor of Business Administration (Retail)	Semester	: VI
Subject (Course):	Retail Logistics & Warehousing	Max. Marks	: 100
Course Code:	BBCR184	Duration	: 3 Hrs
No. of page/s:			

Part A (20 Marks)

- 1) Full form of the following: (1x6)
 - i. FOB
 - ii. SKU
 - iii. CIP
 - iv. FTL
 - v. CIF
 - vi. EDI

- 2) Explain the following: (1.5x4)
 - i. Logistics Mix
 - ii. Prepack planning
 - iii. Tipping Point
 - iv. Contract Farming

- 3) List the food supply challenges (1x2)
- 4) Goods are stored in _____ pattern in warehouse (1x1)
- 5) Warehouse design based on balancing between _____ against _____ take to _____ and collect items. (1x3)
- 6) List down the ways for achieving efficient transport management under Green Transport. (1x2)

Part B (4x5)

Attempt any four questions

- 1) Explain drivers & tools of Transport Planning.
- 2) Explain cross docking & its functions.
- 3) Difference between Corporate & Contract Farming. List the issues with Contract Farming
- 4) Draw the value chain in food processing sector and list the key players in India.
- 5) What is the Technology requirement for food & grocery retailing?

Part C (2x15)

Attempt two questions

- 1) Explain in detail the basic functions of Retail warehouse.
- 2) List & explain in detail the supply chain characteristics of Apparel retailing Supply chain.
- 3) Explain in detail the retail Technology maturity model.

Part D (1x30)

A well-known global apparel retailer found itself dealing 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, this major retailer had a major problem on its hands 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 store fixtures for new store 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.

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 costs.

1. What are the major problems of the Global Apparel Retailer?
2. How a logistics company 'XYZ' that had experience and expertise in the retail sector can solve the problem?
3. What would be the benefits Retailer can reap by engaging XYZ Company?