



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Term Examination May- 2022

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 | FSSAI stands for_____. | [2] | CO1 |
| b | Retailer is a link between _____ & _____. | [4] | CO1 |
| c | ECR stands for_____. | [2] | CO1 |
| d | Eureka Forbes is an example of_____. | [2] | CO1 |
| e | State True or False Visual merchandising is largely associated with creating a look of the store. | [2] | 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 | OTIF stands for_____. | [2] | CO1 |

Section B (20 marks)

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

| | | | |
|----------|--|-----|------------|
| 2 | What is the use of barcodes in retailing? Explain briefly. | [5] | CO2 |
| 3 | Write a brief note on convenience stores. | [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 category management? What are the reasons of its emergence? | [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 | Briefly explain each of the following trade terms: 1) Market Skimming 2) Odd Pricing | [10] | CO3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | How has the role of technology evolved in the merchandise planning process? | [10] | CO3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Section D (30 marks) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Attempt anyone | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>This Question carries 30 Marks.</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | What are the important steps in developing a merchandise budget plan? Apply your understanding please complete the table below related to budgeting- | [30] | CO4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">April</th> <th style="text-align: center;">May</th> <th style="text-align: center;">June</th> <th style="text-align: center;">July</th> <th style="text-align: center;">August</th> <th style="text-align: center;">September</th> </tr> </thead> <tbody> <tr> <td>Sales % distribution to Season</td> <td style="text-align: center;">100%</td> <td style="text-align: center;">21%</td> <td style="text-align: center;">12%</td> <td style="text-align: center;">12%</td> <td style="text-align: center;">19%</td> <td style="text-align: center;">21%</td> <td style="text-align: center;">15%</td> </tr> <tr> <td>Monthly Sales</td> <td style="text-align: center;">130000</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Reduction % Distribution to Season</td> <td style="text-align: center;">100%</td> <td style="text-align: center;">40%</td> <td style="text-align: center;">14%</td> <td style="text-align: center;">16%</td> <td style="text-align: center;">12%</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">8%</td> </tr> <tr> <td>Monthly Reduction</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>BOM Stock to Sales Ratio</td> <td style="text-align: center;">4</td> <td style="text-align: center;">3.6</td> <td style="text-align: center;">4.4</td> <td style="text-align: center;">4.4</td> <td style="text-align: center;">4</td> <td style="text-align: center;">3.6</td> <td style="text-align: center;">4</td> </tr> <tr> <td>BOM Inventory</td> <td style="text-align: center;">98280</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>EOM Inventory</td> <td style="text-align: center;">65600</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Monthly Addition to Stock</td> <td style="text-align: center;">113820</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> | | | 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 | | | | | | | | 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 | | | | | | |
| | April | May | June | July | August | September | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sales % distribution to Season | 100% | 21% | 12% | 12% | 19% | 21% | 15% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Monthly Sales | 130000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Monthly Reduction | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <p style="text-align: center;">OR</p> <p>What are the factors that a retailer needs to take into account while choosing a location for a retail store? Write a note on Huff's formula for site location</p> <ul style="list-style-type: none"> Assume a local shoe store is thinking of opening a new store at the University | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Park centre shopping centre. Two major shopping centres- The Falls and Old town provide competition for women's shoes. (Assume The exponent λ is assumed to be 2). Determine the probability that a student at this university will shop at University Park entrusting the formula for Huff's model and data for the centres

- 2) Determine the number of students who will buy their shoes at the University Park Center (Sales). Assume the total strength of University is 15000 students.

| Shopping Centre | Size (1000sq ft.) | Distance from university(ml.) |
|------------------------|--------------------|-------------------------------|
| University Park Centre | 1,000 | 3 |
| The falls | 500 | 5 |
| Old Town | 100 | 1 |