

Name:

Enrolment No:



School of Business
End Semester Examination, May 2022

Course-Retail Logistics
Program B.B.A LM
Time: 03 hrs.

Course Code-LSCM3003
Semester: VI
Max. Marks:100

Instructions: Section A is compulsory (each carrying two marks = 20 marks); any **Four Questions** from Section B (20 marks). Any **Three Questions** from Section C is (carrying 10 marks = 30 marks). Section D is compulsory (each carrying 10 marks = 30 marks);

Section A (This section is compulsory)

1.	Objective questions-	Marks	COs
a.	Fill in the Blanks. The Retailer is a direct link between _____ & _____.	[2x2 = 4]	CO1
b.	_____ determines the amount to charge customers in a supply chain.	[2]	CO1
c.	The furniture that holds and displays the majority of merchandise called _____.	[2]	CO1
d.	FSN in Inventory classification stands for _____.	[2]	CO1
e.	_____ is the ratio of average cost of goods sold to average inventory investment.	[2]	CO1
f.	The distortion in supply chain due to poor information flow is termed as _____.	[2]	CO1
g.	_____ is the time that elapses between issuing replenishment order and receiving the material at store.	[2]	CO1
h.	SKU in retail stands for _____.	[2]	CO1
i.	State true or false- A category is an assortment of items that the customer sees as reasonable substitutes for each other. Girl's apparel, boy's apparel and infant's apparel are categories.	[2]	CO1
Section B (20 marks) Attempt any four questions Short type answers		5*4=20 marks	
2	Discuss in brief the importance of retail mix for a retailer?	[5]	CO2
3	What are the disadvantages of E-shopping for consumers?	[5]	CO2
4	Explain the tips for store design and also write the objectives.	[5]	CO2

5	Discuss the technology requirement for food & grocery retailing?	[5]	CO2
6	Highlight the differences between fashion merchandise and staple merchandise categories.	[5]	CO2
Section C (30 marks) Attempt all three questions			
7	Explain the various factors influencing retail business in India. What are the different steps involved in the strategic planning process?	[10]	CO3
8	Why is store location important for a retailer? Explain the Huff's Gravity Model of location for retail outlets	[10]	CO3
9	Discuss in detail the benefits offered by multichannel retailing.	[10]	CO3,
Section-D (30 marks) All questions in this section are compulsory.			
	<p style="text-align: center;">Case Study:- Home Needs – Retail chain.</p> <p>A retail chain by the name “Home Needs” of 4 stores is in the city of Kashipur. Home Needs has divided the city into four quadrants, and there is one store in each quadrant of the city namely at Udairaj Nagar (East), Aawas Vikas(west), Jaspur(North), and Pratappur(South). They open the stores 350 days a year. They have a monopoly in the market as no big chain like easy day and Walmart has entered in this tier 3 city. The only competition comes from the stand-alone stores and street Kirana stores. The market from the center of the city is also not yet captured by Home Needs as all their stores are away from the city center.</p> <p>With growing markets and competition, Home Needs to be increased its Retail area and now each store has 3000 sqft for a retail area out of which 500 sqft is used for storage in each store. But because of the following three reasons, others have started capturing the market to a great extent. Firstly, the no. of SKUs are very high in Home needs which leads to stockouts; Secondly, Home Needs works on cash and carry, and thirdly, Customers are price conscious, compromising on quality.</p> <p>The management observed that the promotional schemes evolved and introduced by Home Needs are not reaching down to the customer, resulting in the lower combo sales and basket sales. Staff is only concerned with their jobs so they follow standardization and is not assisting the customers. The feed back from customers is that there is problem in SKU of same product packaging and frequent stockouts.</p> <p>As of now, Home Needs doesn't use store to store transfer and uses milk run modal. Their lead time is 2 days as they replenish the stores regularly. Also they don't take into account the requirement of each store and send the same sort of inventory to each store. The excess inventory is always returned to the warehouse when its obsolete.</p> <p>The pratappur stores, which lies in south of the city has the daily demand of 700 units of all sku combined and it is their most profitable store but always fights with either obsolete inventory or stockout problem. These challenges are there because it's the only</p>		

	<p>store which serves the service class customers of the city, whose demand is constant.</p> <p>The company has just adopted new IT solutions for their retail stores and their head warehouse in the city's center, almost equidistant from all stores. The new ERP is taking care of the inventory at the warehouse in real-time based on sales at all stores. They are thinking of changing their distribution network for their warehouse – stores, and also, with the help of IT (online and app), they are prepared also preparing to enter into the home delivery segment company has yet to decide on the promotional design and the subject of opening a new store. The only good news is that because Home Needs has its own mother warehouse, so the order cost is equal to carrying cost for all stores. The company is also thinking of maximizing the profit from their Pratappur store.</p>		
10a	Which new distribution modal do you suggest for Home Needs and why?	[10]	CO4
10b	What are the challenges Home Needs is facing? What solutions do you recommend?	[10]	CO4
10c	Should Home needs open a new store? Support your answer from the case study.	[10]	CO4

Set-B