



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) May, 2021

Program: BBA (LSCM)
Subject/Course: Retail Logistics
Course Code: LSCM3003

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

IMPORTANT INSTRUCTIONS

Section A(30marks)

- 1. Each Question will carry 5 Marks*
- 2. Instruction: Complete the statement / Select the correct answer(s)*

	Short answers	COs
1	Mention 4 techniques for classification of Inventory.	CO1
2	True or False a. Only RFID can collect point of sales data in Retail. b. Inventory management techniques are not applicable in Retail.	CO3
3	What is the role of 3 rd Party Logistics?	CO1
4	What is the aim of Logistics in Supply Chain Management?	CO2
5	Importance of location planning while opening a retail shop.	CO4
6	Role of customer service in retail.	CO5

Section B(50 marks)

- 1. Each question will carry 10 marks*
- 2. Instruction: Write short / brief notes*

7	What is the role of IoT in Retail Logistics Management?	CO2
8	Can automation help in retail sector? How?	CO6
9	What are the advantages and disadvantages of different data capture techniques?	CO5
10	Present methods used in last mile delivery.	CO3
11	Importance of Supplier Relationship management in retail sector.	CO4

Section C

Attempt any one

This Question carries 20 Marks.

Case-let

Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management, government policy. What are the underlying opportunities and challenges in this sector?

It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers.

It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market. With fast changes in rural market, some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that weather they should focus on value retailing or lifestyle retailing. Retail cannot develop by setting up only malls. In order to promote retail we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, it is very important that India develops her own format rather that just to imitate foreign malls.

Questions

1. How is organized retailing different from unorganized retailing? State the advantages and disadvantages of both forms.
2. Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail?
3. List the opportunities and threats before organized retailing.

OR

Explain how you would go with opening a retail shop for plastic items used in kitchen? (Include location planning, market research technique, target customers, promotion, customer service, etc.)

12

CO4