UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES

UPES
THE NATION BUILDERS UNIVERSITY

Mid Semester Examination, March, 2017

Program/course: BBA   Semester –   VI
Subject: Retail Logistics & Warehousing   Max. Marks : 100
Code : BBCR 184   Duration   : 3 Hrs
No. of page/s: 3

Question I. Fill in the Blanks with correct answer. (10x2=20 marks)

1. _____ &_____ are the two types of Demand Forecasting.
2. _____ and _____ are two type of Statistical techniques of demand forecasting.
3. Outsourcing of certain production activities is called _____ .
4. FTL stands for _____ & LTL stands for_____.
5. _____, _____ & _____ are the three types of Inventory costs.

SECTION B

Question I Write Short notes on any four Questions as per your choice (4x5=20 marks)

1. Functions of a retailer.
2. Multimodal transportation.
3. Virtual Integration.
4. Outbound Logistics.
5. Cycle Counting.
   .

Question II. Long Answer Type Questions (15x2=30)
Q.1. Define Contract Manufacturing. What are the risks and benefits of contract manufacturing to the retail chain?

Q.2 Explain the factors which are considered while selecting the mode of transport. How cross docking at central DC helps in minimizing cost to Retail Chain? Also explain its Pros and Cons.

OR

Q.3 List the steps in Demand Forecasting? Explain Delphi method with the help of example?

SECTION D

Caselet (3x10=30 marks)

Quantum Retailers is a chain of retail stores in the city which stays open for 250 days of the financial year. Recently they have opened a retail store in Manila. The new facility is at such a distance that their ordering cost is 10 times the carrying cost. After analyzing the point of sale data, the managers at Quantum Retailers agreed that their daily demand at the retailer is 200 units. Also their data reveals that the demand at the retail store and the time between orders is constant.

The data from their mother warehouse shows that all there retail stores have, on an average, same stories in terms of Demand and costing. Also warehouse and retail stores are managed by Quantum Retailers as it's convenient for them to transport the material in a single route.

They have four stores in between their warehouse and Manila store. They also have a fix vehicle whose carrying capacity is 6000 units.

Q.1 Which distribution model you would suggest to the managers of Quantum Retailers and why?

Q.2 Calculate EOQ of Manila store along with the no. of orders per year and ROP if lead time is 3 days?

Q.3 Analyze the complete logistics function of Quantum Retailers ?