

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester/ Supp. Examination (Online) – July, 2020

Program: MBA(LSCM)
Subject/Course: Retail Supply Chain Management
Course Code: LSCM 7007

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

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.
4. Answer any **five** questions (May attempt Q. 5 or Q. 6)

		Marks	COs
Q.1	Discuss the impact of COVID 19 on the distribution channel of Fruits and Vegetables in India. Illustrate with real examples from retail industry.	20	1
Q.2	Differentiate the role of Wheel Retailers from Retail Chains for supply chain/category management of grocery items post global pandemic. Illustrate with real examples. What measures retailers should take to maintain quality and timely delivery of grocery items?	20	2
Q.3	‘MOOC courses demand has grown exponentially’, whether you agree or disagree with this statement? If agree/not agree, kindly justify your answer with real examples from education industry. What changes do you foresee in the delivery of Management Education in terms of student behavior/preparedness for online/HBO mode?	20	2
Q.4	Discuss the significance of ‘Mark-up Pricing’, If you are a management consultant to a retail chain, what pricing strategy do you propose for promoting sales of non-essential items, keeping in mind various scenarios of impact of pandemic on retail sector? (May make some assumptions, if necessary).	20	3

Q.5	<p>Suppose Indian Railways have assigned a project to an MBA –LSCM student on ‘To carry out a study to assess the problems faced by passengers while traveling through trains’, what supply chain strategies Indian Railways should practice to promote safe travel of passengers and increase the revenue?</p> <p style="text-align: center;">OR</p>	20	4
Q.6	<p>Attempt the following Case Study</p> <p style="text-align: center;">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 monopoly in the market as no big chain like easy day and wallmart has entered in this tier III city. The only competition is there 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 centre.</p> <p>With growing markets and competition, Home Needs increased its Retail area and now each store has 3000 sqft for 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 to the end user, 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 problem lies with 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 it gets obsolete.</p>	20	4

	<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 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 which is in the centre of the city, almost equidistant from all stores. The new ERP is taking care of the inventory at warehouse in real time on the basis of 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 preparing for entering into the home delivery segment also.</p> <p>The company is yet to decide on promotional design and on 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. Company is also thinking of maximizing the profit from their Pratappur store.</p> <p>Questions:</p> <ol style="list-style-type: none"> a) Discuss the problems faced by customers in case of 'Home Needs' and how retail manager can overcome these problems? b) Discuss the significance of 'inventory' driver in improving the performance of retail store. c) What new retail channels and collaborative strategies the store should adapt to enhance the customer satisfaction and retention. 		
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ANSWERS