

MBA(D) 4th Semester Examination, December 2018 (DDE)

[Session: Jan 17–Dec 18]

Subject : Retail Management

Paper : MMD-404

Time: 3 Hours

Full Marks: 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer any five questions.

1. (a) Define the term Retail Management.
(b) Discuss characteristics of retailing.
(c) What are the functions of a retailer? 2+6+8=16
 2. (a) Define the term retail environment.
(b) What are the factors responsible for growth of retail in post 1991 era in India? 2+14=16
 3. (a) What are the major challenges of Human Resources in organised retail in India?
(b) What are the role and responsibilities of a retail manager? 6+10=16
 4. (a) Define the term retail store atmosphere.
(b) Discuss in brief various types of exterior design and layout for a retail store. 2+14=16
 5. (a) What are the major factors that influence the customer to use online retailing?
(b) What are the major challenges of online retailing in India? 6+10=16
 6. Discuss various types of store based retailers in Indian retail industry. 16
 7. (a) What are the major elements of retail promotional campaign?
(b) Discuss different types of retail promotional marketing. 6+10=16
 8. Write short notes on *any two*: 8+8=16
 - (a) Retail format
 - (b) Retail franchising
 - (c) FDI in retail
 - (d) Retail advertising
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MBA(D) 4th Semester Examination, December 2018 (DDE)**[Session: Jan 17–Dec 18]****Subject : Industrial Relations and Labour Laws (IRLL)****Paper : HRMD-404****Time: 3 Hours****Full Marks: 80***The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words
as far as practicable.**Answer any five questions.*

1. (a) What do you understand by industrial relations?
(b) Discuss, in brief, the significance of sound industrial relations.
(c) State and explain the systems approach to industrial relations with the help of a diagram.
2+6+8=16
2. (a) Define 'industrial disputes'.
(b) Discuss the causes of industrial disputes.
(c) Throw some light on the type of strikes.
(d) What is lockout?
2+6+6+2=16
3. (a) What do you understand by 'workers' participation in management?
(b) Discuss *any three* forms of workers' participation in management.
(c) State and explain the Walton's Framework for measuring quality of work life of employees.
2+6+8=16
4. (a) Distinguish between 'complaint' and 'grievance'.
(b) Discuss the causes and effects of grievance.
(c) Explain the importance of 'grievance redressal system'.
3+(4+4)+5=16
5. Discuss the relevant features of the Factories Act, 1948 relating to:
(a) Annual leaves with wages
(b) Working hours of children
(c) Canteens and Creches
(d) Overtime
6+4+4+2=16
6. State and explain the relevant provisions of the Payment of Wages Act, 1936 with respect to the following:
(a) Authorised deductions from wages
(b) Time for payment of wages
(c) Definition of 'Wages'
10+4+2=16
7. Discuss the important features of the Payment of Gratuity Act, 1972. 16
8. Write short notes on the following: 8×2=16
(a) Adjudication machinery for settlement of industrial disputes
(b) 'Model Grievance Procedure'

MBA(D) 4th Semester Examination, December 2018 (DDE)**[Session: Jan 17–Dec 18]****Subject : Purchasing and Materials Management****Paper : SOMD-404****Time: 3 Hours****Full Marks: 80***The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words
as far as practicable.**Answer any five questions.*

1. (a) Briefly discuss the important roles of purchase management in an organisation.
(b) Explain the main objectives of materials management. 10+6=16
 2. (a) Explain Economic Order Quantity (EOQ). List out the assumptions underlying EOQ.
(b) A grocery store sells 10 cases of coffee each week. Each case cost Rs. 80/-. The cost of placing an order is Rs. 10/-. Holding or carrying cost is estimated to be 30% of the inventory value. Find out the EOQ. How often is the coffee ordered?
(c) What do you understand by Just In Time (JIT)? Explain the benefits of JIT. 5+5+6=16
 3. (a) Explain the stages of quality inspection.
(b) Define the following terms:
(i) Purchaser's risk
(ii) Acceptable Quality Level (AQL)
(c) Discuss the steps essential in setting up acceptance sampling inspection. 4+4+8=16
 4. (a) Briefly explain the various applications of value analysis.
(b) What is meant by Function Analysis System Technique (FAST)? How would you create a FAST model? 8+8=16
 5. (a) What is meant by Vendor Quality Rating (VQR)? Vendor C submits 15 lots; 8 are accepted; total fraction of product accepted is 60%. Calculate the VQR.
(b) What do you understand by the learning curve?
(c) Briefly explain the concept of Business Process Outsourcing (BPO). State its advantages. 6+4+6=16
 6. (a) Discuss the various factors influencing pricing.
(b) Define the concept of negotiation with suitable examples. What are the qualities of a good negotiator? 8+8=16
 7. (a) What is vendor rating? Discuss the following vendor rating techniques in short:
(i) Total Cost of Ownership (TCO) approach
(ii) Weighted Point Method
(b) What are the modes/types of tendering? Differentiate them. 10+6=16
 8. (a) What is Warehouse Management System (WMS)? Enumerate the various benefits of WMS.
(b) Write a short note on FSN analysis.
(c) How are spare parts classified based on functional characteristics? 6+6+4=16
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