

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM (RM) 2017 – 19 BATCH – IV TRIM
Sourcing & Merchandising

Marks: 50

Date: 22nd September 2018

Time: 3 Hrs

Note: 1) Q1 is Compulsory and carries 10 marks

2) Answer all 5 Questions and carries 10 marks each

Q1 Explain the role of “Distribution Centre” in sourcing the product in organized Indian retail industry. What are the different types of Distribution Centres? How it helps improvising the stock turn ratio of the stores?

Q2 Explain the Model “From Farm to Fork”. How it is going to benefit, Farmers and the Customers?

OR

Q2 Discuss in detail 7 steps Strategic Sourcing Framework as developed by consulting Firm A T Kearney

Q3 While planning a “Distribution Centre” What are the major parameters to be considered?

OR

Q3 Enumerate the factors under consideration while assessing and scoring of a supplier.

Q4 What are the Techniques of Inventory Control? How are they relevant in Retailing?

OR

Q4 Discuss in brief different Product strategies in Retailing?

Q5 Write short Notes on (ANY 2) of the following

- a) Trade Creditor payable
- b) 5 “R” of sourcing
- c) On Time Delivery
- d) INCOTERMS rules