MBSC-4.1B

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, October - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
(Elective-B): Marketing
Retailing and Supply Chain Management

Time : 3 Hours **Max. Marks : 80**

Instruction : ***Answer all the sections***

Section - A

Answer any five questions. Each question carries five marks : [5 × 5 = 25]

1) What are the trends in global retailing?
2) Write a short note on any two Government initiatives supporting retailing in India.
3) Write a note on Retail Shop Management.
4) Define Brand Loyalty in retailing and discuss its importance.
5) Explain the role of outsourcing in supply chain
6) Discuss about enablers of supply chain performance.
7) Define Customer Relationship Management (CRM) in Retailing and discuss its importance.

Section - B

Answer any four questions. Each question carries ten marks : [4 × 10 = 40]

8) Discuss the types of retailing formats with examples.
9) Explain the problems and future challenges in retailing in India.
10) Evaluate the importance of building partnerships and trust in supply chain integration. ‘
11) Discuss the impact of environment on global retailing.
12) Explain Retail Information Systems and their role in merchandise management.
13) Evaluate the importance of supply chain demand forecasting and inventory management.

Section - C

14. Case (Compulsory) : **[1 × 15 = 15]**

GreenBasket Supermarkets Pvt. Ltd. began its journey in 2008 as a single grocery outlet in Mangalore, Karnataka. Over the years, it expanded into a regional retail chain with 40 stores across Karnataka and Andhra Pradesh, selling fresh produce, dairy, packaged foods, household essentials and a small range of ready-to-eat meals. Its brand positioning focused on freshness, quality and trust, which helped it secure a loyal base of middle-income and upper-middle-income customers. However, the retail grocery landscape has changed dramatically in the last five years. The arrival of quick-commerce players like Blinkit, Zepto and BigBasket NOW, along with the dominance of large supermarket chains such as D-Mart, Reliance Smart and More, has created intense competition. These competitors attract customers with aggressive pricing, lightning-fast delivery options, and wider product ranges. Over the last 18 months, GreenBasket has been facing serious operational and supply chain issues that have begun eroding both sales and profitability like Stock-Outs & Overstock Problems leads to High-demand essentials such as milk, bread, seasonal fruits and certain branded packaged items often run out of stock during peak hours. Meanwhile, slow-moving items like premium sauces, imported snacks and certain ready-to-eat products remain unsold for months, occupying valuable shelf space. Overstocking results in heavy discounting or wastage, particularly for perishable goods. Supply Chain Delays: The company relies on a network of multiple small and medium suppliers, many of whom have inconsistent delivery schedules.Imported items face additional delays due to customs clearance, resulting in missed promotional timelines. Seasonal agricultural products sourced from distant states are often delayed, affecting freshness. Rising Logistics Costs:Fluctuating fuel prices and poor route optimization have increased transportation expenses by 22% year-on-year.Delivery trucks often run half-empty because of inefficient load planning, further reducing cost efficiency. Cold Storage Limitations : About 40% of GreenBasket's stores lack adequate refrigeration facilities for dairy, seafood and meat products etc. Faced with these challenges, GreenBasket's management deciding to bring solution for the problems.

Questions:

a) Assume You are the Operations manager of Greenmarket super market how to you tackle these challenges?

b) Identify and explain the core operational and supply chain problems affecting GreenBasket.

c) How can GreenBasket effectively position itself against both quick-commerce platforms and large supermarket chains while maintaining its physical store presence?