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Question Paper Code	13130
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2024

Third Semester

Master of Business Administration

20MBO308 - WAREHOUSE AND INVENTORY MANAGEMENT

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

	Marks	K- Level	CO
1. Define Warehouse Management.	2	K1	CO1
2. List the different types of sores	2	K1	CO1
3. What is a Just-in-Time (JIT) Inventory System?	2	K1	CO2
4. List the different methods are used for stock verification?	2	K1	CO2
5. Name three disposal methods for scrap items.	2	K1	CO3
6. Show the three criteria for categorizing obsolete items.	2	K2	CO3
7. Outline the key steps in the A to Z claims procedure.	2	K1	CO4
8. What are the main objectives of risk management in materials management?	2	K1	CO4
9. Define materials planning	2	K1	CO5
10. Outline the purpose of a code of ethics in materials management	2	K2	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Discuss the documentation is used to track inventory levels, movements, and adjustments and explain briefly. 13 K2 CO1
- OR**
- b) Explain in brief about various factors consider for a good store-room layout. 13 K2 CO1
12. a) From the following transactions extracted from the books of account of a manufacturing concern as on 31st December 2021, work out (a) Consumption value of raw materials in the month and (b) value of closing stock as on 31st December 2021, under the FIFO Method of pricing issues. Show results in a tabular form. 13 K2 CO2

Date	Transaction	Quantity (In Units)	Rate per Unit
1, Dec. 2022	Opening stock	500	10.30
3	Purchase	350	9.40
11	Issues	420	---
15	Purchase	300	10
20	Issues	240	---
25	Purchase	150	10.60
29	Issues	100	----

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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OR

- b) Discuss the various steps involved in process of Stock Verification. 13 K2 CO2
13. a) Explain the strategies can be implemented to prevent inventory obsolescence. 13 K2 CO3

OR

- b) Discuss the company control and manage scrap materials effectively. And explain briefly. 13 K2 CO3
14. a) Discuss the effective strategies for minimizing losses in inventory management. 13 K4 CO4

OR

- b) Discuss the types of risks covered by contractors all risk insurance. 13 K4 CO4
15. a) Discuss the principle of effective material handling. And explain briefly. 13 K4 CO5

OR

- b) Discuss the importance to maintain ethical standards in materials management. 13 K4 CO5

PART - C (1 × 15 = 15 Marks)

(Compulsory)

16. a) Future Group's Big Bazaar chain of supermarkets has been successfully using the pull based communication strategy to the growth of the group. The group owes their position of market leader to offer quality products at very low prices. In addition the group executes extensive campaigns directed are there internal and external customers not only have they desire their offerings keeping in mind the price sensitive customer base but have also ensured that the company restricts their cost to a bare minimum. Big Bazaar has successfully used promotional campaigns such as "sabse saste din" (the most economical 3 days). These campaigns featuring rock bottom prices, best possible discounts and mega offers have used a huge number of footfalls in their stores. The strategy initiated with the help of the slogan in January 2006 has worked wonders for Big Bazaar. It has helped them achieve unbelievable sales to the tune of 175000 T-shirts, 37000 pairs of jeans, and 36000 sarees in one season. Big Bazaar subsequently ran such campaigns for four, five, and six days during free celebration seasons such as the time around republic day celebrated on 26 January as well as festive seasons such as Diwali. Such campaigns combined have led to the future group's unprecedented growth. The group recorded more than 25% profit in 2008 even as the global recession was on and further expanded their business during the next 3 to 4 years considerably.
- On similar lines Bharti retail's easy day market stores ran a 3 day special promotional campaign in October 2012 during which a range

of quality goods were priced at an all-time low. Mr Mitch Slape, chief operating officer Bharti retail says , “Our weekend price trash campaign will help our customers enjoy the festival season of Diwali during this time of high prices. We are extremely pleased to offer them compiling wheels in this 3-day shopping kickoff campaign just before Diwali so that our customers enjoy the festivities and also save money by buying quality products at great prices at easyday market stores”. Another such retail chain is the “More” brand from Aditya Birla retail limited from time to time runs festival promotions that help customers shop for special and festive occasions. They promote traditional favorites and local specialties during festivals to make shopping experience convenient. At any given point in time, a wide range of products are available on promotion enabling people to make the most of their shopping, help try new products and get better deals. More also runs celebratory promotions that provide shoppers an opportunity to win attractive prizes such as cars, two wheelers, holiday packages, gift hampers and much more.

Questions:

1. Suggest ways in which they can use direct distribution channel. Also suggest other modes of distribution channel.
2. What is the best strategy for future group has managed to fulfill all the requirement of customer?