

**S.D.E.**  
**M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019**  
**SUBJECT: ELECTIVE IV: F) SUPPLY CHAIN MANAGEMENT (RETAIL MGT.)**

Day : Thursday  
Date : 16/05/2019

**S-2019-5233**

Time : 02.00 PM TO 05.00 PM  
Max.Marks: 70

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**N.B.**

- 1) Attempt **ANY FOUR** questions from **Section-I** and **ANY TWO** questions from **Section-II**.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answers to both sections should be written in the **SAME** answer book.
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**SECTION-I**

- Q.1** Write a detailed note on Just In Time and Quick Response Logistics. (10)
- Q.2** Discuss sourcing and pricing in logistics with suitable examples. (10)
- Q.3** Explain factors influencing distribution with suitable examples. (10)
- Q.4** What is Logistics? Explain how the Logistics interfaces with other areas. Quote suitable examples. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Supply chain and competitive performance
  - b) Pricing and revenue management for multiple customers
  - c) Logistics system analysis
  - d) Modeling for supply chain

**SECTION-II**

- Q.6** Discuss the concept and significance of Vendor managed Inventory for a retail business. (15)
- Q.7** 'Supply chain management is simply the extension of logistics functions with other participants like vendors, customers and third –party logistics service providers'. Why? (15)
- Q.8** Discuss role of Information Technology in forecasting. Quote suitable examples. (15)

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