

(Gen.)  
**M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :**  
**SUMMER - 2018**

**SUBJECT: SUPPLY CHAIN MANAGEMENT IN RETAILING**

Day : **Monday**  
Date : **28/05/2018**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks: 60.

**S-2018-1855**

**N.B.:**

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in **SEPARATE** answer books.
- 3) Figures to the **RIGHT** indicate full marks.

**SECTION-I**

- Q.1** Explain the Supply chain drivers in detail. (10)
- Q.2** Describe the role of Information Technology (IT) in forecasting. (10)
- Q.3** Explain the process of designing the Distribution Network for retail organization. (10)
- Q.4** Explain the Logistics interface with Marketing and Finance. (10)
- Q.5** Write short notes (**Any Two**) (10)
- (a) Decision Phase
  - (b) Air Transportation System
  - (c) Seasonal Demand

**SECTION-II**

- Q.6** Carry out supplier scoring and assessment with suitable examples (15)
- Q.7** Analyze the internal supply chain of a retail organization. (15)
- Q.8** Illustrate the significance of Supply Chain in the retailing with appropriate examples (15)

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