

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018

SUBJECT: ELECTIVE IV: F) SUPPLY CHAIN MANAGEMENT (RETAIL MGT.)

Day : **Tuesday** S-2018-4596 Time **02.00 P.M. TO 05.00 P.M.**
Date : **05/06/2018** Max.Marks: 70

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 **SEPARATE** answer book.
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SECTION-I

- Q.1** What is logistics? Explain logistics interfaces with other areas. (10)
- Q.2** Discuss modeling for supply chain by citing suitable examples. (10)
- Q.3** Explain role of Information Technology in forecasting with suitable examples. (10)
- Q.4** What is supply chain management? State its objectives. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Logistics system dynamics
 - b) Pricing and Revenue management for multiple customers
 - c) Supply chain and Competitive performance
 - d) Supply chain Integration

SECTION-II

- Q.6** Discuss Just-In-Time and Quick Response Logistics with suitable examples. (15)
- Q.7** Design a suitable distribution network for an organisation of your choice. (15)
- Q.8** Discuss logistics System Analysis techniques by citing suitable examples. (15)

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