

**S.D.E.**  
**M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018**  
**SUBJECT : ELECTIVE – IV : SUPPLY CHAIN MANAGEMENT**  
**(Retail Management)**

**W-2018-4772**

Day : Friday

Date : 07/12/2018

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) Answer to both the sections should be written in **SEPARATE** answer book.
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**SECTION – I**

- Q.1** Explain competitive and supply chain strategy with examples. (10)
- Q.2** Describe demand forecasting in a supply chain. (10)
- Q.3** Explain different factors influencing distribution. (10)
- Q.4** Describe Logistics System Analysis with examples. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Role of IT in forecasting
  - b) Just-in-Time (JIT)
  - c) Bulk and spot contracts

**SECTION – II**

- Q.6** What is the impact of supply chain on competitive performance of organization? Explain with examples. (15)
- Q.7** Carry out supply scoring and assessment of company of your choice. (15)
- Q.8** Describe inventory management as carried out at the vendor's end. (15)

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