

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017

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

Day : **Friday**
Date : **22/12/2017**

W-2017-4405

Time **02.00 P.M. TO 05.00 P.M.**
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.

SECTION-I

- Q.1** What do you mean by supply chain management? Explain its importance. **(10)**
- Q.2** What do you mean by competitive advantage and discuss how competitive advantage can be gained through effective logistics in retail. **(10)**
- Q.3** Explain the different techniques adopted for demand forecasting in a supply chain. **(10)**
- Q.4** Discuss role of logistics in supply chain management by citing suitable examples. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Quick response Logistics
 - b) Supplier scoring and assessment
 - c) Network Design in Supply chain
 - d) Supply Chain Drivers

SECTION-II

- Q.6** "Supply chain management is a new buzzword for core competency, productivity and profitability" comment. **(15)**
- Q.7** Design a suitable distribution network for educational book publishing house located in a metropolitan city. **(15)**
- Q.8** What are the strategic issues involved in outsourcing? What kind of planning is required before a company would go in for outsourcing? **(15)**

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