

S.D.E.

M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017

SUBJECT: Elective VII: SUPPLY CHAIN MANGEMENT
(RETAIL MANAGEMENT)

Day: **Friday**
Date: **15/12/2017**

Time: **10.00 A.M. TO 01.00 P.M.**
Max. Marks: 70

W-2017-4314

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both sections should be written in the **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Discuss the role of IT in forecasting. [10]
- Q.2** Explain the various factors that affect the distribution in supply chain network. [10]
- Q.3** Explain what you understand by the term 'Just In Time' concept. [10]
- Q.4** Discuss various factors affecting cost of logistics. [10]
- Q.5** Write short notes on any **TWO** of the following: [10]
- a) Elements of supply chain
 - b) Network design in supply chain
 - c) Bulk and spot contracts

SECTION-II

- Q.6** You are the manager of a pharma company which wants to set up a fast distribution network. You are assigned the job of designing the distribution network of a pharma company so that lifesaving medicine reaches the patient the earliest. [15]
- Q.7** As an expert of supply chain management you are expected to advice one of your client various methods of demand forecasting. [15]
- Q.8** As a student of retail management you are expected to give suggestion how company can have the competitive advantage through good logistics. [15]

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