

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**  
**M.B.A. Sem - IV : WINTER :- 2021**  
**SUBJECT: SUPPLY CHAIN MANAGEMENT IN RETAILING**

**Day : Monday**  
**Date 14-03-2022**

**W-19169-2021**

**Time : 02:00 PM-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) Answers to both the sections should be written in **SAME** answer books.
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**SECTION-I**

- Q.1** Explain Supply Chain Drivers with suitable examples. **(10)**
- Q.2** Discuss, how Demand Forecasting in Supply Chain being carried out. **(10)**
- Q.3** Explain in detail Modeling for Supply Chain. **(10)**
- Q.4** Discuss Logistics interface with other areas of Business. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Supplier Assessment
  - b) Customer Relationship Management
  - c) Supply Chain Integration

**SECTION-II**

- Q.6** Discuss procurement process of Retail Organization with suitable examples. **(15)**
- Q.7** Discuss the role of Internal Supply Chain Management on efficiency of Supply Chain Network. **(15)**
- Q.8** Discuss relevance of Supply Chain in achieving strategic fit for a Retail Business. **(15)**

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