

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

Day : Monday
Date 14-03-2022

W-19302-2021

Time : 02:00 PM-05:00 PM
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 the sections should be written in **SAME** answer books.

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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