

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS-2019 COURSE)**  
**M.B.A. (H.R.) SEM - IV : WINTER :- 2021**  
**SUBJECT: SUPPLY CHAIN MANAGEMENT IN RETAILING**

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

**W-22179-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 60**

**N.B.:**

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections should be written in SAME answer book.
- 4) Draw a labeled diagram WHEREVER necessary.

**SECTION - I**

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

The primal focus of supply chain management is “customer-centric demand planning”.  
Comment.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss the various factors affecting logistical cost in Retail Business.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Explain various modes of transportation. On what basis one should decide the best mode of transport?

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Why is Information Technology (IT) the key component of SCM system? Discuss the role of IT applications in SCM decisions.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Demand Forecasting
- b) Revenue management in supply chain
- c) Customer relationship management (CRM)

**SECTION - II**

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Determining the level of production and inventory required to meet end-user customer demand is a critical function at most firms. How SCM helps in this? Explain.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Discuss the key strategic/tactical decisions a supply chain manager makes while planning and designing the logical/supply chain network.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Discuss Logistics System Analysis with appropriate examples.

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