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**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)**

**Term-End Examination**

**December, 2013**

**BRS-020 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer **any five** questions. All questions carry equal marks.*

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1. Explain the concept of supply chain. Discuss the scope of supply chain management. **20**
  
2. What are the key issues involved in deciding what to make internally and what to buy from outside suppliers ? **20**
  
3. Discuss the trade-off between product quality and price in-traditional and on-line retailing. **20**
  
4. Discuss the challenges and opportunities of IT for supply chain. **20**
  
5. "The root cause of the problems faced by many supply chains is a mismatch between the type of product and the type of supply chain." Explain this statement in context of demand of the product. **20**

6. What do you understand by “Bull whip effect” ? 20  
Mention some factors that contribute towards bull whip effect. Also suggest some methods by which one can reduce this effect.
7. What are supply chain performance measurement systems ? Discuss one framework that is used in measuring the performance of supply chains. 20
8. Write short notes on **any two** of the following :
- (a) Closed loop supply chain 10+10=20
  - (b) CRM
  - (c) DSS
  - (d) Drivers and obstacles of supply chain
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