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**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2012

MFW-015 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any 7 questions. All the questions carry
10 marks each.*

1. Describe any two distribution Network in detail with example. 10
2. Explain the importance of transportation, Sourcing and Pricing in Supply Chain. 10
3. Describe the Bull whip effect in detail. 10
4. Describe the importance of CRP, VMI and CPFR in Supply Chain Management. 10
5. Explain the following statement with example, "There is always a right supply chain strategy for a given competitive strategy". 10

6. What do you understand by demand uncertainty ? Explain the impact of any five customer needs on demand uncertainty. **10**
7. Explain the impact of lack of Co-ordination on the supply chain performance. **10**
8. Write short notes on *any two* of the following : **5x2=10**
- (a) The impact of increase in lot size on annual holding cost and annual ordering cost.
 - (b) Impact of competition change over time on supply chain strategy.
 - (c) Differentiate between Push and Pull View of supply chain.
9. How does the transportation and distribution affect the responsiveness and efficiency of supply chain ? Explain with examples. **10**
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