

00195

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

**Term-End Examination**

**December, 2012**

**BRS-020 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five. (Use examples, wherever necessary,  
to substantiate your view point)*

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1. Discuss the role of major drivers of supply chain performance. 20
2. Describe the cycle and push/pull views of a supply chain. 20
3. "Development of supply chain IT framework should be focused on SC macro processes". Discuss. 20
4. What do you understand by best practices ? Discuss key metrics for supply chain performance evaluation. How a study on best practices adopted by companies like Dell and Apple can improve your supply chain performance ? 4+6+10

5. Discuss factors that affect the decision to outsource a supply chain function. **20**
6. What do you understand by 'Dynamics of Supply Chain' ? How responsiveness in a supply chain can be increased without increasing inventory level substantially ? **6+14**
7. Discuss Collaborative Planning, Forecasting and Replenishment with special emphasis on retail event collaboration, DC replenishment collaboration and store replenishment collaboration. **20**
8. Write short notes on : **8+6+6**
- (a) ERP
  - (b) VMI
  - (c) Bull whip effect
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