

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)**

**Term-End Examination
December, 2012**

MRS-014 : SUPPLY CHAIN MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. "Supply chain design, planning and operation decisions play a significant role in the success or failure of a firm", explain the statement. Explain the decision phases in a supply chain. **10**
2. Which are the important drivers of supply chain management? Discuss the role of each drivers in creating strategic fit between the supply chain strategy and competitive strategy. How will you overcome major obstacles to manage supply chain successfully ? **10**
3. What differences in the retail environment may justify the fact that the fast-moving consumer goods supply chain in India has far more distributors than in the United States ? Discuss the strengths and weaknesses of various distribution options. **10**

4. List and discuss the major drivers of supply chain performance. How can the full set of logistical and cross functional drivers be used in P.C. manufacturing company to meet both time-sensitive and price-conscious customers ? 10
5. List and discuss the components of a demand forecast. What systematic and random components would you expect in demand for chocolates ? 10
6. What is the impact of supply uncertainty on safety inventory ? Why can a 'Home loan' with a few large store provide a higher level of product availability with lower inventories than a hardware store chain with many small store ? 10
7. Develop supply chain IT framework and explain in detail each component. What are the key advantages that best-of-breed software companies provide ? 10
8. What is the bullwhip effect and how does it relate to lack of co-ordination in a supply chain ? What issues must be considered while managing a supply chain relationship to improve the chances of developing cooperation and trust ? 10

