M.A. IN FASHION RETAIL MANAGEMENT (MAFRM)

00239

Term-End Examination

December, 2012

MFM-041 : SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*

Note :   *Answer **any four** questions from **Section A** and 3 from **Section B**. **Q. 9** is compulsory.*

SECTION-A

(Answer any 4 Questions.)   10x4=40

1.   Explain Reverse Logistics and its role in today's   **10** dynamic supply chain management.

2.   Explain the breakups of supply chain costs.   **10**

3.   Explain the supply chain of a knitted T- shirt with   **10** the help of a diagram.

4.   What are the strategic supply chain activities ?   **10** List them.

5. Given the information below, what are the EOQ **10** and reorder point ?

Annual demand = 1000 units

Days per year considered in average daily demand = 365

Cost to place an order = Rs 10/-

Holding cost per unit / per year = Rs 2.50

Lead time = 7 days

Cost per unit = Rs 15/-

SECTION-B

(Answer any 3 and Q.No. 9 is compulsory) 20x3=60

6. Explain in detail warehousing management   20
    functions and sub-functions of supply chain
    execution process.

7. Explain the sourcing strategy with its functions   20
    and subfunctions. Also state the benefits of an
    effective sourcing strategy.

8. Explain the following :   20

    (a) Bull whip effect

    (b) ERP

    (c) IT Enabled SCM

9. Take an appropriate case in Indian apparel/   20
    fashion industry and explain the concept of
    supply chain complexity in detail with diagram(s).

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