

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

Term-End Examination

December, 2015

BRS-020 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What are the various drivers of supply chain performance ? Describe the role of major drivers of supply chain performance. 20

2. Discuss collaborative planning, forecasting and replenishment with special emphasis on retail event collaboration, DC replenishment collaboration and store replenishment collaboration. 20

3. Make comparative assessment on the following : 10+10
 - (a) Efficient supply chain vs Responsive supply chain
 - (b) Push/Pull view vs Cycle view of supply chain process

4. Discuss the factors that affect the decision to outsource supply chain functions. 20
 5. "Supply chain management is one of the most difficult projects a company undertakes." Discuss with reference to skill set required for success. 20
 6. "In today's ever-changing economy, integrating SCM and CRM has become integral to customer retention, return-on-assets and market share." Do you agree with this statement? Give justification to support your answer. 20
 7. What do you understand by "Bullwhip effect"? Mention some factors that contribute towards bullwhip effect. Suggest some methods to minimize bullwhip effect. 20
 8. Write short notes on any **two** of the following: 10+10
 - (a) Closed-loop Supply Chain
 - (b) DSS
 - (c) Vendor-managed Inventory
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