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BFW-031

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2015

BFW-031 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks.

1. Describe any two supply chain drivers in detail, with suitable examples. 10
2. Discuss the impact of changes in market competition on supply chain strategy. 10
3. What are the objectives of supply chain management ? Discuss the future potential of supply chain management. 10
4. Explain how technology platform shifts have made supply chain IT systems more effective. 10

5. Describe, with suitable examples, how a company achieves strategic fit between its supply chain strategy and competitive strategy. 10
 6. How does distribution network affect the customer's satisfaction level ? Give suitable examples in support of your answer. 10
 7. What are the functions of internal supply chain management in a company ? 10
 8. How does coordination in supply chain affect the performance of a supply chain ? 10
 9. Write short notes on any *two* of the following : 5+5
 - (a) Planning Demand in a Supply Chain
 - (b) Inventory Control Strategies
 - (c) Bullwhip Effect
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