

00369

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

Term-End Examination

June, 2013

MRS-014 : SUPPLY CHAIN MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Attempt five questions.

Each question carry 10 marks.

1. Explain the concept of supply chain with the help of a suitable example. Discuss the objectives of supply chain management. 5+5=10
2. Explain the different systems of Inventory Management. Discuss how uncertainty in demand during lead time can be handled ? 5+5=10
3. What is a push strategy ? What is a pull strategy? How would you characterize Dell's supply chain strategy ? 5+5=10
4. What is customer value ? How is customer value measured ? 5+5=10
5. Name a few local supply chains where lead time is too long. Discuss five ways to reduce the lead times within a supply chain. 5+5=10

6. Explain the main factors contributing to the Bullwhip effect in the supply chain. 10
7. Explain Amazon's strategy for slow-moving, low-volume products and for fast-moving, high-volume items. What is the difference between on-line and catalog selling? 5+5=10
8. Write short notes on *any two* of the following :
- (a) Third Party Logistics 5x2=10
 - (b) RFID and its applications
 - (c) ERP Tools
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