

**M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)**

Term-End Examination

June, 2013

**MFM-041 : SUPPLY CHAIN AND LOGISTICS
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any 5 questions out of 6. Each question carries equal marks.

1. Explain why supply chain management is important for an organization ? 20
2. Explain bull whip effect. 20
3. Explain supply chain for Arrow shirt with diagram. 20
4. Explain the concept of inventory costs and how they can be reduced. 20
5. Explain the tactical and operational level activities in supply chain management with examples. 20
6. Explain concept of Fill Rate and Inventory Turns. 20