

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00464

June, 2014

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 examples. 10
2. Do you think supply chain is a great factor in the success of any company ? Justify with suitable example. 10
3. As the competition changes in the market, discuss its impact on supply chain strategy. 10
4. Supply chain is more about managing information than products. Do you agree ? Justify your answer. 10
5. What are the objectives of supply chain management ? Discuss the future potential of supply chain management. 10
6. Discuss the important decision phases in a supply chain. Explain the significance of each phase. 10

7. Describe, with suitable example, how a company achieves strategic fit between its supply chain strategy and competitive strategy. 10
8. Write short notes on any *two* of the following : 5+5
- (a) Planning demand in a supply chain
 - (b) Inventory reduction strategies
 - (c) Bullwhip effect
-