

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**00365** **Term-End Examination**  
**June, 2014**

**MFW-015 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Why is it appropriate to call Supply Web or Supply Network than Supply Chain ? Explain with examples. 10
2. Describe the cycle view of Supply Chain in detail, with example. 10
3. Describe any three distribution networks of Supply Chain in detail. 10
4. What is the importance of Information Technology used in Supply Chain Management ? 10

5. Describe any three transportation modes of Supply Chain in business management. 10
  6. What role do VMI, CRP and CPFR play in co-ordination, in Supply Chain management. 10
  7. What do you understand by Global Supply Chain ? Explain with examples. 10
  8. What is the importance of demand forecasting in Supply Chain ? Discuss. 10
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