

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

Term-End Examination

00106 June, 2016

BFW-031 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Explain PULL view of supply chain with example. 10
2. What do you understand by Responsive supply chain ? Explain with example. 10
3. Explain Strategic Fit in supply chain. 10
4. Suggest and explain the distribution network for FMCG supply chain. 10
5. Explain the role of transportation, sourcing and pricing in supply chain. 10

6. Describe the importance of Information Technology in supply chain. 10
 7. What do you understand by co-ordination in supply chain ? Explain with example. 10
 8. Explain any two modes of transportation in detail. 5+5=10
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