

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

Term-End Examination

June, 2017

00273

BFW-031 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Write the major issues that supply chain management faces in today's business environment. 10

2. Do you think supply chain management is an important factor in the success of any manufacturing company ? Justify with suitable examples. 10

3. "Supply chain management is more about managing information than products." Do you agree with this statement ? Give justification to support your answer. 10

4. Discuss the important decision phases in supply chain management. Describe the significance of each decision phase. 10

5. Discuss how effective transportation management can improve the responsiveness of a supply chain. Give suitable example. 10
6. In what ways do supply chain flows bring success or failure for a firm ? Explain in detail. 10
7. What is quality management in a supply chain ? Discuss quality management's inherent link to supply chain management with suitable example. 10
8. What do you understand by push or pull strategy in a supply chain ? Discuss when a company should adopt a push or pull strategy. 10
9. Write short notes on any **two** of the following : 5+5
- (a) Role of e-Business
 - (b) Financial Factors affecting Supply Chain Decisions
 - (c) Inventory Management in Supply Chain
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