

**M.Sc. RETAIL AND FASHION MERCHANDISE
(MSCRFM)**

Term-End Examination

June, 2017

00304

MFR-024 : MANAGING RETAIL SUPPLY CHAIN

Time : 3 hours

Maximum Marks : 70

Note :

- (i) Attempt any **seven** questions.
- (ii) All questions carry equal marks.

-
1. Explain the meaning of retail supply chain. Give examples. 10
 2. Discuss the PUSH-PULL view of supply chain with an example. 10
 3. What is meant by supply chain responsiveness ? Discuss how responsiveness of a supply chain can be improved. 10
 4. How do inventory and transportation help in improving efficiency of a retail supply chain ? Discuss. 10
 5. How do changes in global competition over time impact retail supply chain strategy ? Explain with an example. 10

6. What do you understand by distortion of information in supply chain ? Explain with an example. 10
7. Describe any distribution network with suitable examples. 10
8. "Supply chain is more about managing information than the products." Justify the statement with example. 10
-