

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL)
(MBARS)**

Term-End Examination

December, 2011

MRS-014 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt five questions.

Each question carry 20 marks.

1. Explain the concept of Supply Chain Management.
How is it different from Material Management ?
What are the factors to be kept in mind while
selecting suppliers ? **10+10**

2. What are Q system and P system of Inventory
Management ? How do we handle uncertainty
in demand during lead time and uncertainty in
lead time. Explain in context of both P system and
Q system. **10+10**

3. Explain SCM approaches in the Indian context **20**
with reference to a particular sector.

4. Define logistics management. Explain value
added functions and cost oriented functions of
logistics. **10+10**

5. What is Bull Whip effect ? How can we reduce its impact ? Explain determining factors in designing ware house for cold storage of vegetables and fruits. Explain the principles of Material Handling in a ware house. 10+10
6. You have been hired as a SCM consultant by a consumer durable company to design their Inventory management system. Write down a detailed process on how you will manage inventory of various parts used in a TV or refrigerator etc. 20
7. Explain ABC and VED classification and their application for different materials. 20
8. Write short notes on *any four* of the following : 5x4=20
- (a) Performance Indicators for SCM
 - (b) Functions of Warehousing.
 - (c) ERP tools
 - (d) Freight management
 - (e) Forecasting
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