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

Term-End Examination

December, 2011

MFW-015 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions.*

All the questions carry equal marks.

Use of scientific calculators is permitted.

1. Explain the Cyclic View of Supply chain with 10
examples from a leading retail chain in India.
2. Describe the various decision phases of supply 10
chain. In your opinion which phase is more
important from the point of view of retail ?
3. Explain the impact of Product life cycle and 10
competition changes over time on supply chain
strategy.
4. Describe the importance of Inventory Information 10
and pricing in a supply chain.

5. Differentiate between transportation network of direct shipping network and all shipping via central distribution center. 10
6. What do you understand by "Bull Whip" Effect ? Explain with examples. 10
7. Describe the importance of the macro processes of supply chain for Information technology framework. 10
8. Explain the following statement with examples "There is always a right supply chain strategy for a given competitive strategy". 10
9. Describe *any two* distribution network in detail with examples from the following. 5+5
 - (a) Manufacturer storage with direct shipping.
 - (b) Distributor storage with carrier delivery.
 - (c) Manufacturer or Distributor storage with Consumer Pick Up.
10. Write short note on *any two* from the following. 5+5
 - (a) Efficient supply chain.
 - (b) The impact of increase in lot size on the annual holding cost and annual ordering cost.
 - (c) Relationship in lead time and responsiveness.

11. A retailer purchases a product from three suppliers. The demand for the product purchased from supplier A is 5,000 units per month and it costs to the retailer Rs.10/- per unit. The cost of product purchased from supplier B is Rs. 12/- per unit and its demand is 6,000 units per month. The supplier C supplies the product at Rs.14/- each and its product demand is 7,000 units per month. The trucking company charges Rs. 1,000/- fixed transportation cost and additional of Rs.200/- for each pick up. The retailer has a holding cost of 20%. Compare and find out the lowest total annual cost for individual and aggregated (Joint) delivery replenishment policy. 10
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