

00213

M.A. IN FASHION RETAIL MANAGEMENT

Term-End Examination

December, 2011

MFM-040 : GLOBAL SOURCING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What are the key objectives that drive global sourcing? List them. Please explain and summarize the "portfolio approach" to sourcing. 10
2. Select 3 retailers that have a different brand strategy - one that sells only store brands, one that sells a mixture of store brands and national brands, and one that sells only national brands, and compare their retail mixes and target audiences. 15
3. Mention a minimum of 3 techniques that retailers use to plan for and react to situational needs of their markets. Describe each one in detail. 15
4. Make a diagrammatic framework to determine how a combination of off-shore and on shore/rear shore can be effective for a retailer, looking at product-level situations. 15

5. Please explain the benefits of having over cases offices as opposed to operating via agents in the sourcing countries. 10
 6. Explain basics of selecting and implementing Best practices in sourcing organisations. 10
 7. What is GOTS ? What are its principles ? Please explain in detail the minimum social criteria for certification by GOTS. 15
 8. Diagrammatically explain the industry supply chain for textiles. What are the main challenges the industry is faced with currently ? 10
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