

00453

**M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)**

Term-End Examination

December, 2011

**MFM-041 : SUPPLY CHAIN AND LOGISTICS
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

*Note : Answer any four questions from Section A and 3 from
Section B. Q. 9 is Compulsory.*

SECTION - A

(Answer Any 4 Questions)

10x4=40

1. Draw a diagram of supply chain flow and explain it. 10
2. Explain the supply chain for Denim Jeans with diagram. 10
3. Explain the sub processes of demand planning. 10
4. Explain bull whip effect. 10
5. Explain E-procurement and its benefits. 10

SECTION - B

(Answer any 3 and Q.No. 9 is compulsory) 20x3=60

6. List the various strategic, tactical and operational level activities in supply chain management. 20
 7. Explain in Detail transportation management functions and sub functions of supply chain Execution process. 20
 8. Explain in Detail : 20
 - (a) inventory costs
 - (b) inventory systems with emphasis on EOQ
 9. Take an appropriate case in Indian apparel/ fashion segment and explain the concept of supply chain complexity in detail. 20
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