

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

**Term-End Examination**

**June, 2011**

**MRS-014 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions.*

*Each questions carry 20 marks.*

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1. Explain the concept of supply chain management giving an example. What are the main performance drives in a supply chain ? **10+10**
2. Explain the factors to be kept in mind while designing a ware house for a company manufacturing Consumer Durables like TV, Refrigerator etc. **20**
3. What is Multimodal Transport System ? Explain with examples. **20**
4. A Company engaged in retail business has hired you as a SCM consultant to setup a distribution network. Discuss in detail as to how will you help the company in setting up the network ? **20**

5. Customer service is key to an effective and efficient supply chain. A number of trade offs are there between customer service, Inventory, Transportation etc. Discuss in detail what are the possible relationship between different decisions variables in a supply chain. Illustrate your answer with examples and graphs showing relationships. 20
6. IT has totally revolutionised SCM. Explain the role of Information Technology in SCM in the Indian context. 20
7. Write short notes on *any four* of the following : 5x4=20
- (a) Bull whip Effect
  - (b) ABC and VED Classification
  - (c) SCOR Model
  - (d) Just In Time
  - (e) Supplier Partnerships.
  - (f) CRM
  - (g) Service phases
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