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MFW-015

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

Term-End Examination

June, 2011

MFW-015 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours *Maximum Marks : 70*

Note : *Attempt **any seven** questions. **All** questions carry **equal** marks. Use of calculator is permitted.*

1. Differentiate between Push and Pull View of supply chain with examples. Do combination of Push-Pull also exist. Explain with suitable example. **10**

2. How many flows are there in Supply Chain ? Explain the importance of each of these Supply Chain flows. **10**

3. Explain the impact of Multiple Products, customer segmentation and Product Life Cycle on the Supply Chain Strategy. **10**

4. Describe the importance of Facilities, Transportation and sourcing in a Supply Chain. **10**

5. Differentiate between transportation network of Direct Shipping with Milk Runs and shipping via distribution center using Milk Runs. **10**

6. What is the importance of CRP, VMI and CPFR in co-ordination in Supply Chain ? **10**

7. Describe the role of Information Technology in Supply Chain. Also mention some applications of IT in retail sector. **10**

8. Explain the following statement with example "There is no Supply Chain Strategy independent of Competitive Strategy". **10**

9. Describe ***any two*** of following distribution network in detail with example : **5+5=10**

   (a) Manufacturer storage with direct shipping and In-Transit Merge.

   (b) Distributor storage with Last Mile Delivery.

   (c) Retail storage with consumer Pick-up.

10. Write short note on ***any two*** of the following. **5+5=10**

   (a) Responsive Supply Chain.

   (b) Relationship between facilities and inventory cost.

   (c) Cycle Inventory and Safety Inventory.

11. A supplier for IBM has introduced quantity discounts to encourage larger order qualities of a component used in P.C. The price schedule is as mentioned below. **10**

Order Quantity	Price Per unit
0 - 599	Rs. 150/-
600 -999	Rs. 125/-
1000 and More	Rs. 75/-

IBM estimates that its annual demand for the component is 1,25,000 (one lakh twenty five thousand) units. Its ordering cost is Rs. 50/- per order and its annual holding cost is 25 percent of the components units price. What quantity of the component should IBM order to minimize the total Annual Costs ?