

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

Term-End Examination

December, 2013

MRS-014 : SUPPLY CHAIN MANAGEMENT

Time : 2 hours

Maximum Marks : 50

*Note : Attempt five questions.
Each question carry 10 marks.*

1. Consider the supply chain for a domestic automobile. **2x5=10**
 - (a) Write the components of the supply chain for the automobile.
 - (b) Provide examples of conflicting objectives in this supply chain.
2. How inventory is managed in a supply chain ? **10**
Discuss the impact of lead time.
3. When should the firm adopt push, pull, and push - pull strategy ? **10**
Discuss the key drivers.
4. Discuss how information technology is used to enhance customer value in the supply chain ? **10**
How can a company add value to it ?
5. What are the advantages to retailer achieved by sharing inventory ? **10**

6. Discuss the impact of centralized information and decentralized information on the Bull-whip effect. 10
7. Explain the factors need to be considered for designing ware house for cold storage of perishable items. 10
8. Write short notes on **any two** of the following : 5x2=10
- (a) Forecasting
 - (b) Smart pricing
 - (c) Decision support system
-