

**B.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2013

BFW-069 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks.

1. (a) Which characteristics of a supplier are most important to the buyer ? **2x5=10**
(b) What is meant by a strategic partnership between a buyer and a supplier ?

2. (a) JIT suppliers have additional pressures that other suppliers do not have, what are they ? **2x5=10**
(b) Which skills and training are most important for a purchasing officer ?

3. Differentiate between the following (any two) :
(a) Cycle view and push and pull view **2x5=10**
(b) Strategy Design Phase and Planning Phase
(c) Road and Rail Shipment

4. Explain stages of supply chain. Also state Push and Pull Boundary of any one of the following : 10
 - (a) Supply Chain of Walmart Selling Detergent
 - (b) Supply Chain of Dell Computers.

5. Currently you are using multiple suppliers for each purchased item. How would you go about choosing one of them to be your long-term sole source ? 10

6. Consider the supply chain involved when a customer purchase a book at the book store ? Identify the cycles in the supply chain and location of Push and Pull process. 10

7. What is more important-inbound or outbound logistics in a supply chain ? Why ? 10

8. What are the fundamental mistakes commonly made while capturing information ? How would these mistakes be minimize in Supply Chain Management ? 10

9. What is Customer Profitability Analysis ? Why it has gained importance in the recent times ? 10

10. How do firm take, make-versus-buy decision ? Discuss some cost and benefits of outsourcing. 10