

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

Term-End Examination

December, 2013

MFW-015 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Describe in detail the cycle view of supply chain with example. 10
2. Differentiate between Efficient and Responsive supply chain with the help of examples. 10
3. Discuss Information, Inventory and Pricing of supply chain drivers in detail. 10
4. Describe the various macro - processes of supply chain in detail. 10
5. Discuss any three distribution network of supply chain in detail. 10

6. Explain the Bull-Whip Effect of supply chain. **10**
How Bull-Whip effect can be reduced ?
7. Write short notes on *any two* of the following : **5x2=10**
- (a) Relationship between facilities and response time.
 - (b) Continuous and Periodic replenishment policy.
 - (c) Impact of product life cycle on supply chain strategy.
8. A retailer purchases a product from three **10**
suppliers. The demand for the product purchased from supplier 'A' is 3,000 units per month and cost to retailer is Rs. 8/- per unit. The cost of product from supplier 'B' is Rs. 10/- per unit and demand is 4,000 units per month. The supplier 'C' supplies the product at Rs. 12/- each and its product demand is 5,000 units per month. The trucking company charges Rs. 1,000/- fixed transportation cost and additional cost of Rs. 200/- for each pick up. The retailer has a holding cost of 20%. Find out the total annual cost for aggregated (Joint) delivery replenishment policy.