

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

**Term-End Examination 00731**

**December, 2012**

**BFW-069 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *The question paper is divided into **three** sections.  
All sections are compulsory.*

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**SECTION-A**

**1. Fill in the blanks : 5x3=15**

(i) Supply chain consists of \_\_\_\_\_ parties involved, directly or indirectly, in fulfilling a customer request.

- (a) one
- (b) all
- (c) three

(ii) The design phase \_\_\_\_\_ for the Organisation are made as a whole.

- (a) short term decisions
- (b) day to day decisions
- (c) long term decisions

- (iii) Supply chain \_\_\_\_\_ phase make day-to-day decisions.
  - (a) operation
  - (b) planning
  - (c) design
- (iv) In cycle view each process is performed at the interface between \_\_\_\_\_ successive stages of a supply chain.
  - (a) one
  - (b) two
  - (c) three
- (v) At the time of execution of a \_\_\_\_\_ process, customer demand is not known and must be forecast.
  - (a) push
  - (b) pull
  - (c) cycle

2. State whether **True** or **False** for the following statements : **5x3=15**

- (a) Push and Pull are part of Cycle process.
- (b) A company's competitive strategy aims to satisfy customer's needs through product and services.
- (c) Services does not comply to customer request before or after sales.
- (d) Lead time decreases lead to increase in implied demand as there is less time to react to orders.
- (e) Air shipment is less expensive than sea shipment.

## SECTION - B

3. Difference Between **any three** of the following :  $3 \times 3 = 9$
- (a) Air shipment and sea shipment
  - (b) Push and pull process
  - (c) Cycle view and Push and Pull view
  - (d) Strategy Design Phase and Planning phase
  - (e) Road and Rail shipment
4. Explain stages of supply chain. Also state Push and Pull Boundry of **any one** of the following :  $1 \times 6 = 6$
- (a) Supply chain of Walmart selling Detergent
  - (b) Supply chain of Dell Computers
  - (c) Supply chain of Pantaloons selling clothes
  - (d) Supply chain of Amul milk
5. Attempt **any two** questions from the following :  $2 \times 5 = 10$
- (a) What is Supply Chain Management ?  
Explain briefly Managerial and Operative functions.
  - (b) Consider the supply chain involved when a customer purchases a book at the book store. Identify the cycles in the supply chain and location of Push and Pull process.
  - (c) Describe the importance of facilities, Transportation and sourcing in a supply chain.

## **SECTION - C**

### **Case Study**

#### **Amazon.Com : An E-business**

Amazon.Com sells books, music, and other items over the internet and is one of the pioneers of consumer e-business. Amazon, based in Seattle, started by filling all orders using books purchased from a distributor in response to customer orders. This practice differs from that of a traditional bookstore, which usually purchases directly from the publishers and stocks books in anticipation of customer orders. Today, Amazon has six warehouses where it hold inventory. Amazon stocks best selling books, though it still gets other titles from distributors or publishers. It uses the U.S.Postal Service and other package carriers such as Ups and Fed Ex to send books to customers.

Amazon has continues to expand the set of products that it sells online. Besides Books and Music, Amazon has added many product categories such as toys, apparels, electronics, jewellery and shoes. After several year of losses, Amazon has been profitable since 2003.

Several traditional book sellers such as Borders and Barnes and Noble have also started selling using internet channel. Barnes and Noble has set up Barnes and Noble.com as a separate

company, whereas Borders uses Amazon to fulfil its online orders after initially trying to operate an online business. In case of Barnes and Noble, the retail and online supply chains share warehousing and transportation to some extent.

6. Read the case-let carefully and answer the following questions : 3x5=15
- (a) Why is Amazon building more warehouses as it grows ? Where should they be located ?
  - (b) What are the advantages of selling books via the Internet ? Are there any disadvantages selling via internet ? If yes, explain.
  - (c) Explain how e-commerce channel is beneficial for selling products ? What are the advantages of selling through this channel ?
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