

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES) (BBARS)**

**00720**      **Term-End Examination**  
**December, 2014**

**BRS-020 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer any **five** questions. All questions carry equal marks. Use examples, wherever necessary to substantiate your viewpoint.

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1. Explain the concept of Supply Chain Management. How is it different from Materials Management ? Discuss the factors to be considered while selecting suppliers. 20
  
2. (a) What is Bullwhip effect ? How can we reduce its impact ? 10  
(b) Explain the determining factors in designing a warehouse for cold storage of vegetables and fruits. 10
  
3. You have been hired as a SCM consultant by a consumer durable company to design their Inventory Management System. Write down a detailed process on how you will manage inventory of various parts used in a Colour TV or Refrigerator. 20

4. IT has totally revolutionised SCM. Explain the role of Information Technology in SCM in the Indian context. 20
5. What are the major decision-making issues in sourcing? Discuss the role of sourcing in Supply Chain Management. How can sourcing performance be measured? 20
6. Make comparative assessment on the following :
- (a) Responsive supply chain vs. Efficient supply chain 10
  - (b) Push/Pull view vs. Cycle view of supply chain process 10
7. Discuss the integration of CRM and SCM for improving customer retention, market share and return-on-assets. 20
8. Write short notes on any **two** of the following :  $2 \times 10 = 20$
- (a) Dynamics of SCM
  - (b) Functions of Warehousing
  - (c) Performance Indicators for SCM
  - (d) ERP tools
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