MASTER OF BUSINESS ADMINISTRATION (TEXTILE MANAGEMENT) (MBATEXM)

Term-End Examination

00200   December, 2014

MCTE-042 : TEXTILE LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*

Note : *Answer any five questions. All questions carry equal marks.*

1. Discuss the role of each supply chain driver in creating strategic fit between supply chain strategy and competitive strategy.   *20*

2. Write the objectives and discuss the various decision phases of supply chain management.   *20*

3. Explain the objectives of forecasting. What role does forecasting play in the supply chain management ?   *20*

4. Identify the key factors to be considered while designing the distribution network and discuss the strengths and weaknesses of various distribution options.   *20*

5. Compare the supply chain strategy of multinational apparel companies : Zara, Spain; and United Colours of Benetton, Italy. Whose strategy is not preferred for today's market ? Justify your answer. *20*

6. How do organisations manage suppliers ? Discuss the criteria considered by an organisation in supplier selection. *20*

7. What is the difference between "RFID" and "Bar Coding" ? Describe the application of RFID in textile supply chain. *20*

8. Discuss about various design options available to build up transportation networks and state the strengths and weaknesses of each. *20*

9. Identify and explain the obstacles in supply chain co-ordination. Discuss the impact of these obstacles on supply chain co-ordination. *20*

10. Explain Inbound, Outbound and Integrated logistics with special reference to supply chain efficiency and responsiveness. *20*