

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2014

00339

BFW-031 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What is a supply chain ? What are its objectives ? 10
2. Discuss the advantages of retail automation in supply chain management. 10
3. Indicate the role of distribution in the supply chain. 10
4. The co-ordinate location of a manufacturer is (40, 60). The co-ordinate location of its supplier is (20, 10). The manufacturer is required to supply 200 compressors to this supplier. The cost of transporting one compressor is ₹ 100 per kilometer. Using gravity location model, determine the distance between the manufacturer and supplier and the total transportation cost. 10

5. Indicate the characteristics of forecasts that would be concerned by the supply chain managers. 10
 6. Explain the procedure followed to select and evaluate suppliers. 10
 7. Explain the effect of lack of co-ordination on the supply chain performance. 10
 8. Discuss the characteristics of supply chain in e-business. 10
 9. Describe the general ideas that the managers shall consider while making a decision regarding supply chain information technology. 10
 10. As the competition changes in the market, what is its impact on supply chain strategy ? 10
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