

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

Term-End Examination

00215

December, 2014

MFW-015 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. All the intermediaries may or may not be present in the supply chain. Explain the statement with examples. 10
2. Differentiate between Efficient and Responsive supply chains with examples. 10
3. Describe any three supply chain drivers in detail with examples. 10
4. Describe the various macro-processes of supply chain with the help of suitable examples. 10
5. Describe any three distribution networks of supply chain in detail with examples. 10

6. What is the impact of Product Life Cycle on supply chain strategy ? Discuss with suitable examples. 10
 7. What is the importance of co-ordination in supply chain ? 10
 8. How do you think a supply chain plays a major role in a company's success or failure ? Explain with examples. 10
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