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BFW-069

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

Term-End Examination

December, 2016

00253

BFW-069 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Answer any **five** questions from Section A.
Section B is **compulsory**.

SECTION A

Attempt any five questions.

1. Currently you are using multiple-suppliers for each purchased item. How would you go about choosing one of them to be your long-term sole source ? 10

2. Explain the stages of supply chain management process. Also state the "Push and Pull Boundary" of any one of the following companies : 10
 - (a) Supply Chain of Walmart Selling Detergent
 - (b) Supply Chain of Dell Computers

3. Consider the supply chain involved, when a customer purchases a book at the 'Atharv Book Store'. Also identify the cycles involved in this book store's supply chain and location of 'Push and Pull' process. 10
4. In your opinion, what is more important, an inbound or an outbound logistics, in a supply chain process? Give reasons. 10
5. Which characteristics of a supplier are most important to the buyer? 10
6. Differentiate between Cycle view and Push & Pull view. 10
7. Differentiate between Strategy Design phase and Planning phase. 10

SECTION B

8. Write short notes on any *five* of the following : $5 \times 4 = 20$

- (a) Product Development
 - (b) Service Outsourcing
 - (c) Warehousing
 - (d) Physical Distribution System
 - (e) Product Returns Management
 - (f) Customer Service Management
 - (g) Product Commercialization
 - (h) Performance Management
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