

**M.Sc. (RETAIL AND FASHION MERCHANDISE)
(MSCRFM)**

Term-End Examination

December, 2016

MFR-024 : MANAGING RETAIL SUPPLY CHAIN

Time : 3 hours

Maximum Marks : 70

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- Note :** (i) *Attempt any seven questions.*
(ii) *All questions carry equal marks.*
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1. What do you understand by Supply Chain ? 10
Explain with suitable example.
2. Explain the PUSH and PULL View of Supply Chain with an example. 10
3. What do you understand by supply chain efficiency ? Discuss the factors on which supply chain efficiency depends. 10
4. Discuss how facilities and servicing helps in achieving responsiveness in supply chain. 10
5. Explain how product life cycle impacts supply chain strategy. Give suitable example. 10

6. What do you understand by Bull Whip effect ? 10
Discuss the factors responsible for bull whip effect.
 7. Explain any two distribution Networks used in 10
retail supply chain.
 8. Discuss the importance of Information 10
Technology in Retail Supply Chain.
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