

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

**Term-End Examination**

00001

**December, 2017**

**BFW-031 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Write down the major issues that supply chain faces in today's business environment. 10
2. Discuss how transportation can provide responsiveness in the supply chain. Give suitable example. 10
3. What is Quality Management ? Discuss its inherent link to supply chain management with example. 10
4. When should a company adopt a Push or Pull process in a supply chain ? 10
5. What is the impact of decrease in lead time and increase in variety of a product on demand uncertainty ? Explain with examples. 10

6. Information is the backbone of a supply chain.  
Do you agree ? Justify your answer. 10
7. What are the objectives of Supply Chain Management ? Discuss the future potential of supply chain management. 10
8. Write short notes on any **two** of the following :  $2 \times 5 = 10$
- (a) Role of e-Business
  - (b) Inventory Management in Supply Chain
  - (c) Bullwhip Effect
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