

**B.Sc. IN RETAIL AND FASHION  
MERCHANDISE (BSCRFM)**

**Term-End Examination**

**December, 2017**

**BFR-019 : 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. With an example, explain supply chain management. 10
2. Discuss any three decisions of supply chain strategy or design phase. 10
3. What do you understand by strategic fit ?  
Explain with an example. 10
4. Explain the role of facilities and inventory in supply chain with example. 10
5. Describe any two supply chain distribution networks with example. 5+5=10

6. Discuss the various modes of transportation used in supply chain. 10
7. What do you understand by Bullwhip effect ? Explain with an example. 10
8. Explain the role of CRM and ISCM in supply chain. 5+5=10
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