

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

Term-End Examination

00320

December, 2017

MFW-015 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Why is it more appropriate to call it Supply Web or Supply Network than Supply Chain ? Explain with suitable examples. 10
2. Describe any three distribution networks of supply chain in detail. 10
3. Discuss any three transportation modes of supply chain in business management. 10
4. What is the importance of demand forecasting in supply chain ? Discuss. 10
5. Describe the importance of co-ordination in supply chain. 10

6. Differentiate between responsive and efficient supply chain with examples. *10*

 7. What are the benefits and risks in supply chain integration? *10*

 8. How do transportation and distribution affect the responsiveness and efficiency of supply chain? Explain with suitable examples. *10*
-