M.Sc. RETAIL AND FASHION MERCHANDISE (MSCRFM)

Term-End Examination

00751   December, 2017

MFR-024 : MANAGING RETAIL SUPPLY CHAIN

Time : 3 hours   *Maximum Marks : 70*

Note :

    *(i)   Attempt any **seven** questions.*

    (ii) All questions carry equal marks.

1. Describe any four supply chain strategies with examples.   *10*

2. Explain the Pull view of supply chain with an example.   *10*

3. Differentiate between Efficient and Responsive supply chain. Explain with any five differences.   *10*

4. Describe the role of facilities and transportation in a retail supply chain.   *10*

5. Explain any two distribution networks of retail supply chain with examples.   *10*

6. Describe any five advantages of containerization with examples. *10*

7. What do you understand by Bullwhip effect ? Explain with example. *10*

8. Discuss the role of internal supply chain management in an Information Technology framework. *10*