

**MASTER OF BUSINESS  
ADMINISTRATION (RETAIL)  
(MBARS)**

**Term-End Examination**

**June, 2012**

**MRS-014 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. List and discuss objectives of Supply Chain Management. How supply chain decision has impact on the success of the organization ? **10+10**
  
2. Discuss the importance of expanding the scope of strategic fit across the supply chain. Give arguments to support the statement that Wal-Mart has achieved very good strategic fit between its competitive and supply chain management. **10,10**
  
3. Identify and discuss factors to be considered while designing the distribution network. What type of distribution networks are typically best suited for commodity items in India ? **10,10**

4. Define the key metrics that track the performance of the supply chain in terms of each driver. How could a grocery retailer use inventory to increase the responsiveness of the company's supply chain ? **12,8**
  5. Discuss basic approach to demand forecasting in detail (all steps) What role does forecasting play in the supply chain of a build-to order manufacturing such as 'Dell' ? **12,8**
  6. What is the role of Safety Inventory in the supply chain ? Explain how a reduction in lead time can help a supply chain reduce safety inventory without hurting availability ? **10,10**
  7. Describe the Role of IT in a supply chain "Are manufacturers better candidate for IT enablement than service organizations ?" Why or why not ? **10,10**
  8. What is the impact of lack of coordination on the performance of a supply chain ? What issues must be considered while designing a supply chain relationship to improve the chances of developing cooperation and trust ? **10,10**
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