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

**Term-End Examination**

**June, 2012**

**MFW-015 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any 7 questions. All the questions carry  
10 marks each.*

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1. Describe any two transportation networks in detail with example. 10
2. Explain the importance of Facilities, Inventories and Information in supply chain. 10
3. Describe the importance of co-ordination in supply chain. 10
4. Describe the supply chain Macro-process in detail. 10
5. Differentiate between responsive and efficient supply chain with examples. 10

6. "Supply chain is more about managing the information than the product." Do you agree or not ? Justify your answer. 10
7. Explain the supply chain involved when a customer orders a book from Amazon. Identify the Push/Pull boundary in this supply chain. 10
8. Write short note on *any two* of the following :  $5 \times 2 = 10$
- (a) The impact of Safety Inventory on responsiveness and risk factor.
  - (b) Impact of product life cycle on supply chain strategy.
  - (c) Describe the importance of Cycle Inventory and Seasonal Inventory in supply chain.
9. Explain the following statement with example "There is no supply chain Strategy independent of Competitive strategy". 10
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