

00588

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)**

**Term-End Examination**

**June, 2013**

**BRS-020 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five. (Use examples, wherever necessary, to substantiate your view point.)*

1. Discuss in brief the evolution of supply chain management concept with emphasis on intra-organisation and inter-organisation integration. 20
  
2. Write short notes on : 4x5=20
  - (a) Product Postponement
  - (b) Vender managed inventory
  - (c) Electronic Data Interchange
  - (d) E-commerce
  
3. Discuss the role of sourcing in supply chain management. What are the major decision making issues in sourcing ? How sourcing performance can be measured ? 4+10+6

4. Discuss the role of IT in a supply chain. 20
5. Make comparative assessment on the followings : 10+10
- (a) Push/Pull view Vs cycle view of supply chain processes.
  - (b) Efficient supply chain Vs Responsive supply chain.
6. "In today's ever-changing economy, integrating SCM and CRM has become integral to customer retention, return-on-assets and market share". Discuss. 20
7. "SCM implementation is one of the most difficult projects a company undertakes". Discuss with reference to skill-set required for success. 20
8. (a) How could a manufacturer can increase the responsiveness of its supply chain without increasing the inventory substantially ? 10
- (b) Discuss the role of CPFR in handling the dynamics of a supply chain. 10