

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

Term-End Examination

June, 2013

MFW-015 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks. Use of scientific calculator is permitted.

1. Explain in detail the Push and Pull View of supply chain with an examples. **10**
2. Describe the decision phases of supply chain in brief. **10**
3. Enumerate the facilities, transportation and sourcing of supply chain drivers in detail. **10**
4. Describe the importance of information technology in supply chain management. **10**
5. Explain any three transportation modes of supply chain in detail. **10**

6. What do you understand by co-ordination in supply chain ? What role does VMI, CRP and CPFR play in co-ordination ? **10**
7. Write short note on **any two** of the following : **5x2=10**
- (a) Impact of product life cycle on supply chain strategy.
 - (b) Relationship between inventory and responsiveness.
 - (c) Impact of Lead Time on responsiveness.
8. A retailer purchases a product from three suppliers. The demand for the product purchased from supplier 'A' is 5,000 units per month and cost to the retailer is Rs. 10/- per unit. The cost of product from supplier 'B' is Rs. 12/- per unit and demand is 6,000 units per month. The supplier 'C' supplies the product at Rs. 14/- each and its product demand is 7,000 units per month. The trucking company charges Rs.1,000/- fixed transportation cost and additional cost of Rs. 200/- for each pick up. The retailer has a holding cost of 20%. Find out the total annual cost for individual delivery replenishment policy. **10**
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