

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

Term-End Examination

June, 2014

BRS-020 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Describe the evolution of supply chain concept. 20
What is your opinion in the most important stage ?
2. Discuss how customer service can be improved 20
by proper implementation of SCM.
3. What are the reasons for variability in the supply 20
chain ? Explain in detail with relevant examples.
4. Describe how EDI, Internet and Intranet/Extranet 20
are applied in SCM.
5. Discuss how collaborative forecasts and 20
Vendor - Managed Inventory (VMI) help to
alleviate the bullwhip effect.
6. What is benchmarking ? Discuss its role in 20
improvement of organizational efficiencies.

7. Discuss the impact of globalization and its effect on the supply chains. Explain how companies could effectively gear up to the international order ? **20**
8. Write short notes on **any two** of the following : **10+10**
- (a) Distribution network decisions
 - (b) Cross - docking
 - (c) Third party logistics provider
 - (d) Green supply chain strategy
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