

**MASTER OF BUSINESS ADMINISTRATION
(TEXTILE MANAGEMENT) (MBATEXM)**

Term-End Examination

June, 2014

**MCTE-042 : TEXTILE LOGISTICS AND SUPPLY
CHAIN MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the goal of supply chain managements and analyze the impact of supply chain decisions on the success of a firm. 20
2. Describe the major obstacles in managing a supply chain. 20
3. Identify the key factors to be considered while designing the distribution network and discuss the strength and weakness of various distribution options. 20
4. Compare the supply chain strategy of multinational apparel companies : Zara, Spain, and H & M - Sweden; whose strategy is more preferred for today's market and why ? 20
5. Why most organization develop suppliers ? Is supplier development a long term trend or just a fad ? Explain. 20

6. What do you mean by revenue/price management in supply chain ? Explain the conditions under which revenue management tactics is effective. 20
 7. What is Bull - Whip Effect ? Explain its effect on supply chain performances. 20
 8. Explain integrated logistics, third party logistics and fourth party logistics. 20
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