

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

00044

June, 2014

BFW-069 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions. All questions carry equal marks.*

1. What recent changes have caused supply chain management and purchasing to become much more important ? 10
2. What are the characteristics of a supplier which are more important to the buyer ? 10
3. Currently you are using multiple suppliers for each purchased item. How would you go about choosing one of them to be your long-term sole source ? 10
4. Distinguish between push and pull distribution system. Give pros and cons of each. 10
5. "Supply Chain Management is the process of effectively managing the flow of materials, information and finished goods from manufacturing and distribution chain to the ultimate consumer." Elaborate with examples. 10

6. How can the performance of supply chain be measured? 10
7. Differentiate between any **two** of the following: 2×5=10
- (a) Air shipment and Sea shipment
 - (b) Road shipment and Rail shipment
 - (c) Annual holding cost and Annual ordering cost
 - (d) Power and Authority
8. Explain the importance of facilities, inventories and information in supply chain. 10
9. Describe the supply chain macro-process in detail. 10
10. "Supply chain is more about managing the information than the product." Do you agree or not? Justify your answer. 10
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