

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

**Term-End Examination**

**June, 2015**

**00060**

**MFW-015 : SUPPLY CHAIN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What are the benefits and risks in supply chain integration ? 10
2. Describe any two distribution networks in detail, with examples. 10
3. "There is always a right supply chain strategy for a given competitive strategy." Justify the statement with the help of suitable examples. 10
4. Explain the impact of lack of co-ordination on the supply chain performance. 10
5. How do the transportation and distribution affect the responsiveness and efficiency of supply chain ? Explain with suitable examples. 10

6. Differentiate between responsive and efficient supply chain, with examples. 10
7. "Supply chain is more about managing the information than the product." Do you agree or not? Justify your answer. 10
8. Write short notes on any *two* of the following: 2×5=10
- (a) Impact of Product Life Cycle on supply chain strategy
  - (b) Make or Buy Decision
  - (c) Impact of Lead Time on Responsiveness
  - (d) Travelling Salesman Problem
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