

**Code: 14E00311**

MBA III Semester Regular Examinations January 2016

**SUPPLY CHAIN MANAGEMENT**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 Distinguish between distribution logistics and supply chain management.  
**OR**
- 2 Critically evaluate the supply chain management in current economic environment.
- 3 Briefly examine the role of make v/s buy decisions.  
**OR**
- 4 Briefly discuss the role of supplier selection in supply chain.
- 5 Briefly explain the distribution network design for effective supply chain.  
**OR**
- 6 Critically evaluate the various supply chain optimization models.
- 7 Briefly define the uncertainties in supply chain management.  
**OR**
- 8 Discuss the importance of risk pooling for managing inventory.
- 9 Briefly explain the integrated supply chain for effective value chain.  
**OR**
- 10 Briefly discuss the process of reverse supply chain.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

The fashion industry in turbulent and certain factors driven this change. The industry can no longer compute on price alone. In fast fashion, buying activities play a crucial role through supplier selection and product decision making. The fashion market split in to luxury, High street. Zara is a specialist fashion chain with rapid stock turn sand and vertical integration. It focuses on limited range. The purpose is to reach in shortest time to store. By using QR (quick response) company aim to reduce both excess stock holding in supply chain and risk. The company Zara had quite success story for long time.

Questions:

- (a) How ECR works in supply chain?
- (b) Why a company need to adopt a QR system?
- (C) What additional techniques can be applied by a textile company like Zara?

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