

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-3)

SUPPLY CHAIN MANAGEMENT

Subject Code : MScFMM-305

Paper ID : [A3187]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY carrying TWENTY marks.
2. SECTIONS-B consists of THREE sub-sections : UNITS-I, II, III.
3. Attempt any FOUR questions from SECTION-B, ONE from each UNIT, and FOURTH from any UNIT of SECTION B, each question carries TEN marks.

SECTION-A**Q1. Answer briefly :**

- 1 Why is supply chain different from logistics management?
- 2 What is meant by Back order?
- 3 What are the reasons of uncertainty in supply chain even when the demand is fairly stable?
- 4 Just In Time Inventory (JIT).
- 5 Briefly explain the waterways mode of transport.
- 6 What is meant by containerization?
- 7 Master Production Schedule (MPS).
- 8 Briefly explain how is competitive bidding done?
- 9 Why vendor development is important in supply chain management?
- 10 List the various types of warehouses.

SECTION-B

UNIT-I

- Q2. How does SCM affect the business performance and results in a competitive corporate world? Indicate some broad metrics of business performance and how these can be impacted by better SCM operations.
- Q3. Critically review the current trends in retail logistics with live examples from Indian companies.

UNIT-II

- Q4. Under what conditions are inter modal transportation advantageous?
- Q5. What are some of the logistical problems that may arise when supply and demand for a product are not aligned properly?

UNIT-III

- Q6. What is meant by aggregate planning? Discuss the horizon of forecast and category of forecasting.
- Q7. *“Warehousing plays a strategic role in attaining overall logistics and service goals”*. Comment.