

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

00321

Term-End Examination

June, 2015

BRS-020 : SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : Answer any **five** questions. All questions carry equal marks. Use examples to illustrate your viewpoint.*

1. What do you understand by 'Dynamics of Supply Chain' ? How can responsiveness in a supply chain be increased without increasing inventory level substantially? 20

2. Discuss Collaborative Planning, Forecasting and Replenishment with special emphasis on retail event collaboration, DC replenishment collaboration and store replenishment collaboration. 20

3. "SCM implementation is one of the most difficult projects a company undertakes." Discuss with reference to skill-set required for success. 20

4. (a) What do you understand by best practices ?
Discuss the key metrics for supply chain performance evaluation.
- (b) Discuss how a study on best practices adopted by companies like Apple and Dell can improve supply chain performance of your organization. *10+10*
5. "Development of supply chain IT framework should be focussed on SC macro processes."
Discuss it. *20*
6. (a) "In this era of outsourcing, third party logistics (3PL) can add value to existing supply chains." Explain.
- (b) State some of the strategies that are followed in implementation of Efficient Consumer Response (ECR). *10+10*
7. (a) What are the fundamental mistakes commonly made while capturing information ? How would these mistakes be eliminated in SCM ?
- (b) The root cause of the problems faced by many supply chains is a mismatch between the type of product and the type of supply chain. Explain this statement in the context of demand of the product. *10+10*

8. Write short notes on any *two* of the following : $2 \times 10 = 20$

- (a) Vendor-managed inventory
 - (b) E-commerce
 - (c) CRM
 - (d) Bull-whip effect
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