

Seat
No.

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आभास - 063

408 - SPECIALIZATION (MINOR - II) 448 B

**Marketing Management
(Supply Chain Management)**

P. Pages : 1

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Answer **any three** questions from section - I and **any two** from section - II.
5. Every question carries equal marks.
6. Figures to the right indicates full marks.

SECTION - I

1. What is supply chain management ? Explain decision phases in supply chain. **12**
2. Explain the concept 'Logistical competence' and focus on role of logistics in supply chain. **12**
3. Describe in detail about customer service attributes. **12**
4. List and explain various factors affecting warehouse site selection. **12**
5. Write short notes on **any two**. **12**
 - a) Supply chain linkages.
 - b) Value added logistical services.
 - c) Warehousing options.

SECTION - II

6. Discuss freight management along with factors influencing freight cost. **12**
7. Explain the role of IT in supply chain. **12**
8. Write short notes on **any two**. **12**
 - a) Role of transportation in supply chain.
 - b) Agile supply chain.
 - c) Containerization.
