



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course	MBA	Supply Chain Management
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What are the fundamental concepts on which customer focused marketing is built on?
- B. Explain various supply chain processes for an integrated SCM. Are there any other processes that you can think of?
- C. Briefly explain the "Accurate Response System"?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Importance Of Supply Chain Management (SCM)
- B. Evolution Of Supply Chain Management
- C. Channel Relationships
- D. Supply Chain Relationships
- E. Nature And Scope Of Supply Chain Management



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INTERNAL ASSIGNMENT - 2

Course	MBA	Supply Chain Management
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. State some of the strategies that are followed in implementation of Efficient Consumer Response (ECR)
- B. What are the reasons for variability in the supply chain? Explain in detail with relevant examples.
- C. What is more important-inbound or outbound logistics in a supply chain?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Overview Of Supply Chain Management
- B. Strategy Classification
- C. The Strategic Importance Of Logistics/Supply Chain Network Design
- D. Electronic Data Interchange
- E. A Model Of Supply Chain Management