

MMS-III (Mktg.)

## DSCM 03

30-10-2013

Distribution & Supply Chain Mgmt.

Roll No.

Total No. of Printed Pages: 1

Total No. of Questions : 5

Maximum Marks : 30

Duration (hrs.) : 2

Note: Q.1. is of 10 marks and is compulsory. Attempt any two out of remaining four questions. All questions from Q.2. to Q.5. carry 10 marks each.

1. Assume that you have to make strategic decision of implementing ERP system in a food processing business, enlist the challenge you would be facing. Also identify the key benefits of ERP implementation for strategic decision making.
2. Answer any two of the following: (5x2= 10 marks)
  - a. Discuss various types of power bases in distribution channel organizations.
  - b. Discuss the concept of Goal conflict and Domain conflict with example.
  - c. Write a short note on Central Sales Tax and Local Sales Tax.
3. Answer any two of the following: (5x2= 10 marks)
  - a. What are the various sources of distribution channel conflicts?
  - b. List down key issues in Supply-chain Management for dairy industry.
  - c. What are the various components in the flow of Information, Materials and Finances across a Supply-chain of consumer goods?
4. Answer any two of the following: (5x2= 10 marks)
  - a. What are various distribution channels for consumer durables (electronics) for rural markets?
  - b. Write short note on Excise duty and Customs.
  - c. Discuss the various components of ERP systems.
5. Answer any two of the following: (5x2= 10 marks)
  - a. What are the various economic factors affecting transportation cost?
  - b. Discuss the various components of cost of Capital.
  - c. What are the various elements on which Inventory Ordering and Carrying cost is incurred?