

MMS - III

Marketing

03-11-2010

DSCM 03

Distribution & Supply chain Management

Total No. of printed pages: 1

Roll No. _____

Maximum Marks: 30

Total No of Question: 3 out of 5

Duration: 2 Hrs.

- 1) What are the pitfalls in developing a Supply chain network, comment
- 2) Comment - why should firm hold inventory.
- 3) What are the differences between private and public warehousing? What are the advantages and disadvantages in each type?
- 4) Explain how product characteristics influence channel design?
- 5) Why is important to perform both an internal and external analysis in developing the logistics strategic plan?