

MBA SCM Sem.-1 Examination**FC-101****SCM-I****January-2024****Time : 2-30 Hours]****[Max. Marks : 70**

Q-1	Please explain meaning & objectives of Supply Chain Management.	14
Q-2	<p>A) Discuss two types of distribution channels in details, and explain only ONE hypothetical example for domestic market sales.</p> <p><u>OR</u></p> <p>B) Explain importance of demand forecasting in a manufacturing firm.</p>	14
Q-3	<p>A) Explain CPFR model with a relevant example.</p> <p><u>OR</u></p> <p>B) Explain how an effective customer service strategy can be implemented internally by a manufacturing firm for B2B transactions.</p>	14
Q-4	<p>A) Discuss various criteria that can be listed by an exporter while selecting a good shipping agent for export consignments.</p> <p><u>OR</u></p> <p>B) Explain relationship between customer service and demand management.</p>	14
Q-5	Explain any six INCOTERMS.	14

