

INTERNATIONAL ISLAMIC UNIVERSITY CHITTAGONG

Department of Business Administration

Program: BBA

Mid-Term Examination, Autumn 2022

Course Code: MKTG-4810, Course Title: Supply Chain Management

Time: 1.30 hours.

Marks: 30

[Answer the three questions only. Figures in the right hand margin indicate marks.]

1.(a)	"Marketing management is the Demand management and supply chain management is the customer request fulfills management "Explain. What are some strategic, planning, and operational decisions that must be made by an apparel retailer such as "The Gap"?"	04	CLO1
(b)	Consider the supply chain involved when a customer orders a PC from Amazon. Identify the push/pull boundary and two processes each in the push and pull phases. Evaluate the different between Dell and L.L. Bean supply chain process.	06	CLO1
2. (a)	Explain the scope of strategic fit. As a supply chain manager how would you comparison of efficient and responsive supply chains.	05	CLO1
(b)	Define competitive strategy & strategic fit. How is strategic fit achieved?	05	CLO1
3. (a)	How can the full set of logistical and cross-functional drivers be used to create strategic fit for a PC manufacturer targeting both time- sensitive and price-conscious customers?	05	CLO1
(b)	Explain the components of Inventory decisions, and inventory related metrics.	05	CLO1
	OR		
4. (a)	Consider the sale of commodity items at ABC grocery store. What types of distribution networks are typically best suited for grocery store?	05	CLO1
(b)	As a supply chain manager, What factors should be considered for designing online distribution network of your organization?	05	CLO1