Day: Saturday	**S-2019-2210**	Time: 02.00 PM TO 05.00 PM
Date: 18/05/2019		Max. Marks: 60

N.B.:

1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
3) Answer to both the sections should be written in **SAME** Answer book.
4) Draw a labeled diagram WHEREVER necessary

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)
"Supply chains compete, not companies" Discuss the statement with suitable examples.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)
Explain contract farming concept by citing examples.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)
Discuss distribution strategies applied in Agribusiness with suitable examples.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)
Discuss role of Information Technology in Supply Chain Management by citing examples.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)
a) SCM Approach
b) Demand Planning
c) Purchasing Cycle
d) Transportation Management

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)
Discuss suitable forecasting methodology for each of the following situations:
a) Identifying new markets for agro products
b) Expanding production capacity
c) Finalizing distribution plan for the next quarter

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

What precautions should be taken while transportation of perishable products? Discuss with suitable examples.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)
Does benchmarking help a firm to be proactive? Explain your answer with suitable examples.

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