**Subject:** Supply chain management **Total marks: 50**

Explain the following in your own words with examples.

Q1. Bull whip effect in supply chain management? What do you mean by supply chain management in equilibrium? (20 marks)

Q2. Explain in detail demand forecasting and its role. Explain the approaches in forecasting. (15 marks)

Q3. Explain the following modes of transportation. (15 Marks)

1. Air
2. Package carrier
3. Rail
4. Water
5. Pipeline