

Reg. No.

MBA Degree (FT) III and (PT) V Semesters End Semester Examination- December, 2022

21-371-0356/20-372-0556: Supply Chain Management

(Regular)

Time: 3 Hours

Max. Marks: 50

Course Outcomes: On completion of the course, the student will be able to:

CO1	Ability to recall the basic concepts and terms related to Production and Operations, Inventory, Warehousing, Transportation, Customer service, Optimization
CO2	Develop a sound understanding of the important role of supply chain management in today's business environment. Become familiar with current supply chain management trends Understand and apply the current supply chain theories, practices and concepts
CO3	Effectively apply knowledge of research principles and methods of supply chain analysis and business decision analysis; Demonstrate cognitive skills to demonstrate mastery of SCM and related business theories and to reflect critically on both theory and professional practice.
CO4	Use cognitive, technical and creative skills to investigate, analyse and synthesize complex information, problems, concepts and theories and to apply theories of SCM to different contextual problems in supply chains and their business applications;
CO5	Apply technical and communication skills to design, evaluate, implement, analyze, theories about new and emerging developments in SCM and the analysis of SCM problems and opportunities;
CO6	Analyze SCM with creativity and initiative especially in new situations of professional practice; and Recommend or make decisions concerning supply chain designs and operations with high level personal autonomy and accountability.

BL – Bloom's Taxonomy (L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART A

(Answer ALL questions. Each question carries 2 marks)

Q No.	Questions	Marks	BL	CO
1	What is Total Cost Approach?	2	2	2
2	What do you mean by Third party Logistics?	2	2	2
3	What is Enterprise Resource Planning?	2	2	3
4	What do mean by SCM Coordination?	2	2	3
5	What is Customer Relationship Management?	2	2	3

(5X2=10 marks)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

Q No.	Questions	Marks	BL	CO
6	“Management of the flow of Inventory is the key to SCM”. Do you agree? Explain all the issues involved in the Management of the flow of Inventory?	4	3	3
7	Analyse in detail various uncertainties in SCM and how these can be tackled?	4	4	4
8	Explain in detail bullwhip effect. How does it relate to lack of co-ordination in the supply chain and its impacts?	4	3	4
9	Describe reverse logistics and its impact on ecology and environment?	4	2	3
10	Explain in detail the various factors affecting Transportation decisions in SCM	4	4	5
11	Evaluate the enabling role of IT in SCM with examples	4	4	5
12	What do you mean by outsourcing? Explain how outsourcing strategies are developed in SCM	4	4	4

(5X4=20 marks)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

Q No.	Questions	Marks	BL	CO
13	What do you mean by Competitive advantage? Develop a frame work for achieving Competitive Advantage through SCM	10	5	4
14	What important consideration should employed to identify the appropriate Customer service measures in SCM? Explain how an efficient Customer Service strategy will be developed	10	5	5
15	Analyse the important factors considered for designing a Supply Chain Network? Develop the Supply Chain of milk that we get from the diary by considering all the above factors into account. What do you think are the major problems that a diary like MILMA could have with its Supply Chain?	10	6	6

(2x10=20 marks)
