MBA F.3/09.11

MBA DEGREE (F.T) III SEMESTER EXAMINATION, NOVEMBER 2009

SMS 2311 SUPPLY CHAIN MANAGEMENT

Time : 3 Hours   Maximum. Marks : 50

(All questions carry *EQUAL* marks)

(5 x 10 = 50)

I.   A.   Discuss the functions of supply chain management.
                                    OR
     B.   Give the framework of integrated supply chain management and explain its
          elements.

II. A.   List and explain the steps of vendor evaluation with a suitable example.
                                    OR
     B.   Discuss the issues and challenges of global sourcing.

III. A.   Discuss the tools and techniques of transport management in a global supply
          chain management.
                                    OR
     B.   (a)   Distinguish between PUSH System and PULL System.
          (b)   Discuss the merits and demerits of PUSH System as well as PULL System in
                supply chain management.

IV. A.   What is CRM? Discuss the integration of CRM with SCM. Also discuss the
          functions of CRM.
                                    OR
     B.   Give a detailed account of pricing strategies applied to SCM.

V.   A.   Name a software to manage supply chain management network and also discuss
          its important modules.
                                    OR
     B.   List and explain different types of SCM Model.

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