

Reg. No.

**MBA Degree (FT) III and (PT) V Semesters End Semester Examination- November, 2023**

**21.371-0356/21.372-0556/20.372-0556: 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 do you mean by Systems Approach?	2	2	2
2	What do you mean by outsourcing?	2*	2	2
3	What do mean by SCM Collaboration?	2	2	2
4	What do mean by Green Supply Chain	2	2	2
5	What is Enterprise Resource Management?	2	2	2

**(5X2=10 marks)**

**PART B**

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

Q No.	Questions	Marks	BL	CO
6	“Effective supply chain system is a source of competitive advantage for business”. Comment on.	4	3	3
7	Analyse in detail various uncertainties in SCM and how these can be tackled?	4	4	4
8	Explain the various decision phases in Supply Chain Management	4	3	3
9	Describe reverse logistics and its impact on ecology and environment?	4	2	3
10	Explain in detail, how the selection of a supplier/vendor is done for an industry of your choice?	4	4	5
11	What should be the sound features of a Logistics and SCM information system? What kinds of decision support systems are required in Logistics and SCM?	4	4	4
12	Explain in detail the import drivers of 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	Explain in detail bullwhip effect and its relevance in SCM? How does it relate to lack of co-ordination in the Supply Chain? What are its impacts? How it is tackled in SCM?	10	4	4
14	What important consideration should be employed to identify the appropriate Customer service measures in SCM? Explain how an efficient Customer Service strategy will be developed	10	5	5
15	Explain the important factors considered for designing a Supply Chain Network? Describe the supply chain of milk that we get from the dairy by considering all the above factors into account. What do you think are the major problems that a dairy like MILMA could have with its Supply Chain?	10	5	6

**(2x10=20 marks)**

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