

MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2010

SMI 2309 SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Maximum marks : 50

(Each questions carries TEN marks)

(5 x 10 = 50)

- I. A). Describe the evolution of physical distribution management (PDM) to supply chain management (SCM) and its optimization.

OR

- B) Explain the concept of International SCM in brief.

- II A) Explain the transportation mix with relevant examples.

OR

- B) Describe the supply chain of milk that we get from the diary .What do you think are the major problems that a diary like Amul could have with its logistics?

- III. A) As a warehouse manager, list out your duties from receiving the goods to its delivery to the manufacturer or to the end customer.

OR

- B) As a supply chain manager , critically evaluate the laws and regulations related to legal issues of SCM in India.

- IV A) Define CRM. What are the functions of CRM? Discuss the integration of CRM with SCM.

OR

- B) Discuss the activities involved in the vendor identification, selection ,development and evaluation.

- V. A) What is e-commerce? Discuss the benefits that e-commerce can offer.

OR

- B) What do you understand by MRP and ERP? Discuss the transformation to ERP in detail.

