



Code No.1066

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Supply Chain Management

Paper – MB – 403

Time: 3 Hours

Max.Marks: 80

**Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Bull-whip effect
- 2 Inbound logistics
- 3 Multi model transport
- 4 Retail SCM
- 5 Channel design

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

- 6 a) What are the objectives of supply chain management?
OR
b) Explain strategies in global supply chain management.
- 7 a) Explain the merits and demerits of integrated logistics management.
OR
b) Briefly explain steps involved in logistics planning.
- 8 a) Write a brief note on ware housing operations.
OR
b) Explain the role and importance of handling systems in ware housing.
- 9 a) Explain the significance of communication technology in supply chain management.
OR
b) Explain the role of packaging in supply chain management.
- 10 a) What are the factors influencing the supply chain network?
OR
b) Explain in detail the relationship between HRM and SCM.
