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Code No. 12066

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, Sept. / Oct. 2020

Subject: Supply Chain Management

Paper – MB – 403

Time : 2 hours

Max. Marks : 80

PART – A

Note: Answer any five questions.

(4x5=20 Marks)

- 1 Bull-Whip Effect
- 2 Reserve Logistics
- 3 Containerization
- 4 Recycling
- 5 Role of Human Resources in SCM

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

- 6 What is Supply Chain Management? State its functions. In what way do supply chain flows affect the success or failure of a firm like Amazon? Support your answer with proper justification.
- 7 The primal focus of SCM is "Customer-Centric Demand Planning" – Comment.
- 8 What is Vendor Managed Inventory? Discuss the key things that need to be done to implement VMI in the organization.
- 9 What do you mean by Inbound and Outbound Logistics? Explain in detail.
- 10 Explain various modes of transportation. On what basis one should decide the best mode of transport?
- 11 Explain Warehousing Operations. Also discuss the advantages and limitations of Third Party Warehousing.
- 12 Discuss the role of IT in Supply Chain. What is the impact of e-Business in SC? Give an example to support of your answer.
- 13 "Successful IT implementation is the outgrowth of the participation of knowledge workers" – Comment.
- 14 Discuss the role of distributors in SC. Also explain the design options for a distribution network.
- 15 Discuss the issues in Workforce Management and Relationship Management with customers and employees.
