

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Supply Chain Management
Paper – MB - 403

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Value Chain
- 2 Reverse Logistics
- 3 Multi Modal Transportation
- 4 Bar Coding
- 5 Direct Shipping

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain in brief the objectives of Supply Chain Management.
- 7 Compare and contrast between the supply chains of a product sold through a retail outlet with that of a product sold online.
- 8 Logistics is an integral part of Supply Chain Management; explain the role and importance of Logistics Management in Supply Chains.
- 9 Describe in brief the various Inventory Management Techniques that aide in Supply Chain Management.
- 10 Using suitable examples of products, describe the appropriate type of warehouses that needs to be chosen for the products to be stored.
- 11 Describe Automated Material Handling and the equipment that is used for material handling.
- 12 What is the role and benefits of Information Technology in Supply Chain Management?
- 13 Briefly describe the latest trends in Packaging?
- 14 Explain in brief the concept of Distribution Network Design in Supply Chains.
- 15 Describe in brief the issues related to workforce management in Supply Chains.