PAPER ID-410184

Subject Code: KMBNOM01

Roll No: | | | | | | | | | | | | | |

MBA
(SEM III) THEORY EXAMINATION 2021-22
SUPPLY CHAIN & LOGISTICS MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

Q no.	Question	Marks	CO
a.	Define supply chain.	2	1
b.	List supply chain derivers.	2	1
c.	Briefly explain containerization.	2	2
d.	Define logistics.	2	2
e.	What is cross docking?	2	2
f.	Briefly explain SCOR model.	2	3
g.	What is demand chain management?	2	3
h.	Define warehouse.	2	4
i.	What is fourth party logistics?	2	4
j.	Explain push/pull view of supply chain.	2	1

SECTION B

2. Attempt any *three* of the following:

a.	Describe how a company achieves strategic fit between its supply chain strategy and its competitive strategy.	10	1
b.	What is distribution network design? Discuss the role and factors influencing the choice of network design.	10	2
c.	What is the bullwhip effect and what are the main causes of bullwhip effect? What can a firm do to minimize the demand distortions across the chain?	10	3
d.	Explain the concept of outsourcing and discuss strategic decisions to outsourcing.	10	4
e.	Discuss functional components for Customer Relationship Management.	10	5

SECTION C

3. Attempt any *one* part of the following:

a.	Discuss the objectives of supply chain and explain stages of supply chain.	10	1
b.	Explain cycle view of supply chain.	10	1

4. Attempt any *one* part of the following:

a.	Explain components and functions of logistics management.	10	2
b.	Discuss different factors that influence transportation decisions.	10	2

5. Attempt any *one* part of the following:

a.	Explain different types of performance measurement dimensions for a supply chain.	10	3
b.	Discuss the challenges faced in establishing a global supply chain.	10	3

6. Attempt any *one* part of the following:

a.	What type of distribution network is typically best suited for commodity items?	10	4
b.	Write short on: (i) Reverse logistics (ii) Third party logistics	10	4

7. Attempt any *one* part of the following:

a.	Discuss the role of IT in creating a suitable supply chain network.	10	5
b.	Write short note on: (i) Green SCM (ii) Supply Chain sustainability	10	5

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