

Roll No.

MS–506

Supply Chain Management

Master of Business Administration/

P. G. Diploma in Marketing

Management (MBA/PGDMM–16/17)

Fourth/Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. “Managing of supply chain involves storing and moving products and information along the entire network to make products available to customers when and where they desire at the lowest possible cost.” Explain the statement in the light of different flows in a supply chain.
2. Discuss how technology platform shifts have made supply chain IT systems more effective.

(B-42) P. T. O.

3. Discuss the components of cost that are affected by inventory decisions. How do firms determine the optimum level of inventory ?
4. What is Bull Whip Effect in a supply chain ? How can firms overcome the Bull Whip Effect ?

Section–B

(Short Answer Type Questions)

Note : Section ‘B’ contains eight (08) short answer type questions of eight (8) marks each. Learners are required to answer *four* (04) questions only.

Briefly discuss any *four* of the following :

1. Aggregate Planning in SCM.
2. Types of Inventory.
3. Supply chain drivers.
4. Mode of Transportation.
5. Supply chain coordination.
6. JIT.
7. Pricing in supply chain.

Section–C

(Objective Type Questions)

Note : Section ‘C’ contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

Answer as directed :

1. Inbound supply chain refers to the movement of materials from manufacturers to customers.
(True/False)
2. Movement of information occurs in both directions in a supply chain.
(True/False)

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3. Virtual organisation refers to an organisation which uses communication technology to allow it to operate without clearly defined physical boundaries.
(True/False)
4. Lead Time and Replenishment Time refer to the same concept. (True/False)
5. Materials management and Physical distribution are two major operations of SCM. (True/False)
6. Companies hold safety inventory to cater to demand forecast errors. (True/False)
7. In ABC Analysis, “C” class items refer to ‘low value, high risk’ items. (True/False)
8. is the process of buying goods of right quality, in right quantity at the right time at the right place.
(Fill in the blank)
9. The full form of WIP is (Fill in the blank)
10. The full form of MRP is (Fill in the blank)