MS–506

Supply Chain Management

Master of Business Administration
(MBA–16/PGDMM–16)

Fourth/Second, Semester, Examination, 2017

Time : 3 Hours   **Max. Marks : 70**

Note : This paper is of **seventy (70)** 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 fifteen (15) marks each. Learners are required to answer *two* (02) questions only.

1. What do you understand by economies of scale in Supply Chain ? Explain in the context of Cycle Inventory.

2. Explain the process of Demand Forecasting in supply chain management in detail.

3. What do you understand by supply chain management ? Elaborate the network design in supply chain management.

4. Elaborate the relatedness of e-business and supply chain Management. What are the challenges for supply chain management in e-business ?

Section–B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of five (5) marks each. Learners are required to answer *six* (06) questions only.

Briefly discuss any *six* (06) of the following :

1. Global Supply Chain.
2. Supply Chain Metrics.
3. Planning supply and demand in a supply chain.
4. Supply chain drivers.
5. Revenue management in supply chain management.
6. Safety inventory management
7. JIT.
8. Information Technology in Supply Chain Management.

Section–C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (1) mark each. All the questions of this section are compulsory.

Write True/False against in the following :

1. The sequence of a typical manufacturing supply chain is   : 'Supplier–Storage–Manufacturing–Storge–Distibutor–Retailer–Customer'.
2. The purpose of supply chain management is to increase production.
3. Logistics is the part of a supply chain involved with the forward and reverse flow of services, cash and goods.

4. Distribution requirement planning is a system for Inventory management and distribution planning.

5. The major decision areas in supply chain management are location, production, distribution and marketing.

6. Pareto Charting is a tool to chart how individual processes are currently being conducted and to help layout new improved processes.

7. Value proposition analysis considers how your organization competes and is an essential element of corporate strategy.

8. Modes of transportation are typically evaluated on the basis of accessibility.

Fill in the blanks :

9. VMI stands for ....

10. PL stands for ....