

MS–506

Supply Chain Management

Master of Business Administration/P. G. Diploma
in Marketing Management
(MBA-16/17/PGDMM-16/17)

Second/Fourth 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. Learners are required to 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. Discuss the need for coordination among constituents of a supply chain. How lack of coordination affect the performance of supply chain ?
2. Discuss three different methods of classification of inventories. How can you use all of them in managing required inventory ?
3. Discuss with suitable examples the role of real time information system in improving performance of supply chain.

4. Differentiate between Organized Retailing and Traditional Retailing with suitable examples. What is the future of small retailers ?

Section–B

(Short Answer Type Questions)

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

1. Contract Warehousing.
2. Principles of Supply Chain Management.
3. 7R’s in supply chain management.
4. Impact of E-business on Supply Chain.
5. Moving Average Method of Demand Forecasting.
6. Information Required for Aggregate Planning.
7. Risks in Outsourcing.
8. Stock out situation.

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.

Pick up the right option for the following :

1. Which is the best means of transport for transporting bulky goods in huge quantity ?
 - (a) Roadways
 - (b) Railways
 - (c) Air Transport
 - (d) None of the above

2. Identify from the following list a major strategic risk associated with outsourcing :
 - (a) Outsourcing landed cost is usually higher than insourcing cost.
 - (b) The supplier is purchased by a competitor.
 - (c) The business loses sight of market trends.
 - (d) The cost of supplied material is passed on to the customer.
3. Which of the following is not an inventory ?
 - (a) Machines
 - (b) Raw Material
 - (c) Finished Products
 - (d) Consumable Tools
4. The collective learning in the organization, especially how to coordinate diverse production skills and integrate multiple streams of technologies, is called as :
 - (a) Innovative Constraint
 - (b) Second-tier Competency
 - (c) Corporate Skill
 - (d) Core Competency
5. Which of the following is not covered under General Insurance ?
 - (a) Theft Insurance
 - (b) Marine Insurance
 - (c) Life Insurance
 - (d) Fire Insurance

Complete the sentence by selecting the right option :

6. The _____ has made it possible for other companies to eliminate intermediaries and sell directly to the end consumer.
- (a) SCM
 - (b) Internet
 - (c) Competition
 - (d) Global Sourcing
7. A supply chain is made up of a series of processes that involve an input, a _____, and an output.
- (a) shipment
 - (b) supplier
 - (c) customer
 - (d) transformation
8. _____ is the design of seamless value-added processes across organization boundaries to meet the real needs of the end customer.
- (a) Operations
 - (b) Supply Chain Management
 - (c) Process Engineering
 - (d) Value Charting
9. The impact of cost reduction on profits is much larger than the impact of increased _____.
- (a) innovation

- (b) production
- (c) information
- (d) sales

10. “3PL” involves using a supplier to provide _____ services.

- (a) marketing
- (b) design
- (c) logistics
- (d) contract manufacturing

