

S.No. 8962

P 16 MBA 3 EO 1

(For candidates admitted from 2016–2021 Batch)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration – Elective

SUPPLY CHAIN MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Define Logistics and Supply Chain Management.
2. Give the meaning of Value Chain.
3. Define Flow Management.
4. Define Customer Service Strategy.
5. What is meant by Resource Planning?
6. Define Quick Response System in Manufacturing.
7. What is the role of a Manager in Supply Chain?
8. Define In-bound Logistics.

9. Give the meaning of Supply Chain Relationship.
10. What is meant by Global Supply Chain?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Discuss the need for Supply Chain in an Organisation.

Or

- (b) Explain the global applications of Supply Chain Management.

12. (a) What are the components of Flow Management in SCM?

Or

- (b) Underline the key actions in Bench marking for best practices.

13. (a) Justify the need for Quick Response Systems in Manufacturing.

Or

- (b) List the various aspects of CRM.

14. (a) State and explain the elements of In-bound logistics.

Or

- (b) Outline the Supply chain Performance drivers.

15. (a) Enumerate the Conflict Resolution Strategies for harmonious relationships in SCM.

Or

- (b) How to carry out Supply Chain Cost Analysis?

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Evaluate the various components of Supply Chain Management.

17. Explain the various types of Benchmarking. Discuss the steps involved in Bench marking process.

18. Point out the various components of out bound Logistics in SCM.

19. Outline the key enablers in Supply Chain improvement.

20. Critically examine the Supply Chain Performance measures.