

Total No. of Questions: 6

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Enrollment No.....



Faculty of Commerce / Management Studies

End Sem (Even) Examination May-2022

CM3EG09 / MS3EG08 Supply Chain Management

Programme: B. Com (Hons.) / BBA Branch/Specialisation: Commerce / Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. _____ is the design of seamless value-added processes across organizations boundaries to meet the real needs of the end customers. **1**
- (a) Operations (b) Supply Chain Management
(c) Process engineering (d) All of these
- ii. _____ is a tool to chart how individual processes are currently being conducted and to help lay out new improved process. **1**
- (a) Process mapping (b) Pareto charting
(c) SC design (d) Design chain mapping
- iii. _____ is a mathematical model thus solved using various techniques like optimization and facilitate decision making. **1**
- (a) Networking model (b) SC orientation
(c) Agile model (d) All of these
- iv. _____ are the element of customer service influence by network structure. **1**
- (a) Response time
(b) Product availability
(c) Customer experience and order visibility
(d) All of these
- v. _____ is the benefits of integrated supply chain management. **1**
- (a) Increase flexibility (b) Reduce waste and cost
(c) Both (a) and (b) (d) None of these

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[2]

- vi. _____forecaster contact almost all the potential users of the product and ask them about their future purchase plan. **1**
 (a) End use method (b) Sample survey
 (c) Both (a) and (b) (d) Complete enumeration method
- vii. Use of IT in supply chain provides_____. **1**
 (a) Improved invisibility and accountability
 (b) Bring necessary transparency in the whole process
 (c) Better control over product flow and information flow across the supply chain.
 (d) All of these
- viii. _____is a person or a department serving as the coordinator of information concerning an activity. **1**
 (a) Single point of contact (b) Third party of contact
 (c) Both (a) and (b) (d) None of these
- ix. Logistics network which moves material from suppliers to manufacturing unit is classified as_____. **1**
 (a) Inbound distribution (b) Outbound distribution
 (c) Forward distribution (d) Reverse distribution
- x. To reduce inventory management cost, many companies use a system called_____, which involve carrying only small inventories of part or merchandise, often only enough for a few days of operations. **1**
 (a) Reduction inventory management
 (b) Supply chain management
 (c) Economic order Quantity
 (d) Just in time logistics
- Q.2 i. What do you understand by supply chain management? **2**
 ii. Explain the objective of Supply Chain Management? **3**
 iii. Explain Strategic fit? How strategic fit is achieved? **5**
- OR iv. Describe the value chain linking supply chain and competitive strategy? **5**
- Q.3 i. Define supply chain network? Write the nature of supply chain network design? **4**

[3]

- ii. Explain the design options for a distribution network? **6**
- OR iii. Describes the type of supply chain model? **6**
- Q.4 i. What do you understand by supply chain integration? Explain the strategy of supply chain integration? **4**
 ii. Describe the mode of Transportations in Supply Chain Management. **6**
- OR iii. Briefly explain the method of demand forecasting? **6**
- Q.5 i. Explain the impact of Information Technology in Supply Chain Management? **2**
 ii. Describes the eight strategies for improving supplier relationship management? **8**
- OR iii. What do you understand by transaction management? Explain four properties of transaction management? **8**
- Q.6 Attempt any two:
 i. Explain the techniques of logistics system analysis? **5**
 ii. What do you understand by logistics? Explain the types of logistics? **5**
 iii. Describe the approaches to analysing logistics system? **5**

Marking Scheme
CM3EG09 / MS3EG08 Supply Chain Management

- Q.1 i. _____ is the design of seamless value-added processes across organizations boundaries to meet the real needs of the end customers. **1**
 (a) Operations
- ii. _____ is a tool to chart how individual processes are currently being conducted and to help lay out new improved process. **1**
 (a) Process mapping
- iii. _____ is a mathematical model thus solved using various techniques like optimization and facilitate decision making. **1**
 (a) Networking model
- iv. _____ are the element of customer service influence by network structure. **1**
 (d) All of these
- v. _____ is the benefits of integrated supply chain management. **1**
 (c) Both (a) and (b)
- vi. _____ forecaster contact almost all the potential users of the product and ask them about their future purchase plan. **1**
 (d) Complete enumeration method
- vii. Use of IT in supply chain provides _____. **1**
 (d) All of these
- viii. _____ is a person or a department serving as the coordinator of information concerning an activity. **1**
 (a) Single point of contact
- ix. Logistics network which moves material from suppliers to manufacturing unit is classified as _____. **1**
 (a) Inbound distribution
- x. To reduce inventory management cost, many companies use a system called _____, which involve carrying only small inventories of part or merchandise, often only enough for a few days of operations. **1**
 (d) Just in time logistics

- Q.2 i. Definition of supply chain management **2**
 ii. Objective of Supply Chain Management **3**
 1 mark for each point (1 mark * 3)

- iii. Definition of Strategic fit 2 marks **5**
 Process of strategic fit 3 marks
- OR iv. Value chain linking supply chain 2.5 marks **5**
 Competitive strategy 2.5 marks
- Q.3 i. Definition of supply chain network 2 marks **4**
 Nature of supply chain network design 2 marks
- ii. Design options for a distribution network **6**
 1 mark for each point (1 mark * 6)
- OR iii. Type of supply chain model **6**
 1 mark for each point (1 mark * 6)
- Q.4 i. Definition of supply chain integration 1 mark **4**
 Strategy of supply chain integration 1 mark for each point (1 mark * 3) 3 marks
- ii. Mode of Transportations in Supply Chain Management **6**
 Definition 3 marks
 Explaining Causes 3 marks
- OR iii. Method of demand forecasting 5 marks **6**
 Flowchart 1 mark
- Q.5 i. Impact of Information Technology in Supply Chain Management **2**
 0.5 mark for each point (0.5 mark * 4)
- ii. Eight strategies for improving supplier relationship management **8**
 1 mark for each strategy (1 mark * 8)
- OR iii. Definition of transaction management 3 marks **8**
 Four properties of transaction management 5 marks
- Q.6 Attempt any two: **5**
- i. Techniques of logistics system analysis **5**
 1 mark for each technique (1 mark * 5)
- ii. Definition of logistics 1 mark **5**
 Types of logistics 4 marks
- iii. Approaches to analysing logistics system **5**
 1 mark for each approach (1 mark * 5)
