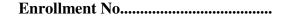
Total No. of Questions: 6

Total No. of Printed Pages:3





Faculty of Commerce / Management Studies End Sem (Even) Examination May-2019 CM3EG09/MS3EG08 Supply Chain Management

Programme: B.Com.(Hons) / Branch/Specialisation: Commerce BBA / 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. Process of managing upstream and downstream of final goods, flow of raw material and information about reseller and final consumer is classified as:
 - (a) Marketing Logistics network
 - (b) Supply Chain Management
 - (c) Delivery Network
 - (d) Physical Distribution Network
 - ii. A Supply Chain is made up of a series of processes that involves an 1 input, output and_____
 - (a) Shipment (b) Supplier (c) Customer (d) Transformation
 - iii. Designing a Supply Chain Network is a process of:
 - (a) Production of good quality product
 - (b) Collection of finance
 - (c) Evaluating alternative strategies and selecting the one maximizing profitability and improving performance of each line.
 - (d) None of these
 - iv. The factor that influence network design in Supply Chain is:
 - (a) Strategy factor
- (b) Technology Factor
- (c) Macro Economical Factor (d) All of these
- v. The development of sound inventory policy is the most difficult 1 dimension of:
 - (a) H.R. Management
- (b) Inventory Management
- (c) Financial Management
- (d) None of these

P.T.O.

1

1

[2]

vi.	The term refers to the movement of goods from one place to another		
	in supply chain is called:		
	(a) Storage (b) Transportation		
	(c) Communication (d) None of these		
vii.	IT in Supply Chain Management is beneficial as:	1	
	(a) Speeding up flow of information and to eliminate unnecessary human intervention.		
	(b) Reduces cost to buyers and to suppliers		
	(c) Reduces time		
	(d) All of these	_	
viii.	8 8	1	
	encourage customers to continue use of online services is known as:		
	(a) Customer Centric Marketing		
	(b) Electronic C.R.M.		
	(c) Personalisation		
	(d) Mass Customisation		
ix.	Concept of logistics which focuses on teamwork in whole S.C.M. to		
	maximise performance of a distribution system is classified as:		
	(a) Integrated logistics Management		
	(b) Intermodal Logistics Management		
	(c) Exclusive Logistics Management		
	(d) None of these		
х.	Product can be distributed directly to the customers or it may be transported through various middlemen refers to logistics approach	1	
	is:		
	(a) Cost Center		
	(b) Distribution Channel		
	(c) Material Management V/S Physical Distribution		
	(d) None of these		
i.	Define Supply Chain Management.	2	
ii.	Explain importance of Supply Chain Management.	8	
iii.	Discuss the Evolution of Supply Chain Management.	8	
i.	Write a short note on Design of Distribution Channel.	4	
ii.	Explain the role of network design in Supply Chain Management.	6	

Q.2

OR

Q.3

[3]

OR	iii.	Describe any six factors influencing network design in Supply Chain Management.	6
Q.4	i.	Describe main functions of Transportation.	4
	ii.	Discuss the role of Transportation in Physical Distribution.	6
OR	iii.	Explain various types of Warehouses.	6
Q.5	i.	What do you mean by CRM.	3
	ii.	Explain the role of IT in Supply Chain Management.	7
OR	iii.	Discuss the impact of E-Commerce on Supply Chain Management.	7
Q.6	i.	What do you understand by the term Logistics?	3
·	ii.	Discuss the factors affecting cost of Logistics.	7
OR	iii.	Explain the concept Macro and micro Dimensions to Logistics.	7

Marking Scheme

CM3EG09/MS3EG08 Supply Chain Management

Q.1	i.	Process of managing upstream and downstream of final goods, flow of raw material and information about reseller and final consumer is classified as:	1
	ii.	(b) Supply Chain ManagementA Supply Chain is made up of a series of processes that involves an input, output and(d) Transformation	1
	iii.	Designing a Supply Chain Network is a process of: (c) Evaluating alternative strategies and selecting the one maximizing profitability and improving performance of each line.	1
	iv.	The factor that influence network design in Supply Chain is: (d) All of these	1
	V.	The development of sound inventory policy is the most difficult dimension of: (b) Inventory Management	1
	vi.	The term refers to the movement of goods from one place to another in supply chain is called: (b) Transportation	1
	vii.	IT in Supply Chain Management is beneficial as: (d) All of these	1
	viii.	Using digital communication technology to maximise sales and encourage customers to continue use of online services is known as: (b) Electronic C.R.M.	1
	ix.	Concept of logistics which focuses on teamwork in whole S.C.M. to maximise performance of a distribution system is classified as: (a) Integrated logistics Management	1
	х.	Product can be distributed directly to the customers or it may be transported through various middlemen refers to logistics approach is: (b) Distribution Channel	1
Q.2	i.	Definition Supply Chain Management.	2
	ii.	Eight points of importance of Supply Chain Management. 1 mark for each (1 mark * 8)	8
OR	iii.	Explanation of Evolution of Supply Chain Management.	8

Q.3	1.	Design of Distribution Channel.				
	ii.	. Six points on role of network design in Supply Chain Manage				
		1 mark for each	(1 mark *6)			
OR	iii.	Any six factors influencing network design				
		1 mark for each	(1 mark *6)			
Q.4	i.	Two functions of Transportation.				
		2 marks for each	(2 marks * 2)			
	ii.	Any Six points on role of Transportation in Physical Distribution.				
		1 mark for each	(1 mark *6)			
OR	iii.	Five types of Warehouses.				
		1.20 mark for each	(1.20 mark *5)			
Q.5	i.	Explanation of CRM.		3		
	ii.	Explanation of role of IT in Supply Chain Management. 7				
OR	iii.	Explanation of impact of E-Commo Management.	=	7		
Q.6	i.	Meaning and definition of Logistics				
	ii. 7 points of factors affecting cost of Logistics.			7		
		1 mark for each	(1 mark * 7)			
OR	iii.	Concept Macro Dimensions to Logistics	3.5 marks	7		
		Concept micro Dimensions to Logistics	3.5 marks			
