

Total No. of Questions: 6

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Enrollment No.....



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: **1**
- (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 input, output and _____ **1**
- (a) Shipment (b) Supplier (c) Customer (d) Transformation
- iii. Designing a Supply Chain Network is a process of: **1**
- (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: **1**
- (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 dimension of: **1**
- (a) H.R. Management (b) Inventory Management
 - (c) Financial Management (d) None of these

P.T.O.

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- vi. The term refers to the movement of goods from one place to another in supply chain is called: **1**
 (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. Using digital communication technology to maximise sales and encourage customers to continue use of online services is known as: **1**
 (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: **1**
 (a) Integrated logistics Management
 (b) Intermodal Logistics Management
 (c) Exclusive Logistics Management
 (d) None of these
- x. Product can be distributed directly to the customers or it may be transported through various middlemen refers to logistics approach is: **1**
 (a) Cost Center
 (b) Distribution Channel
 (c) Material Management V/S Physical Distribution
 (d) None of these

- Q.2 i. Define Supply Chain Management. **2**
 ii. Explain importance of Supply Chain Management. **8**
 OR iii. Discuss the Evolution of Supply Chain Management. **8**
- Q.3 i. Write a short note on Design of Distribution Channel. **4**
 ii. Explain the role of network design in Supply Chain Management. **6**

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