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Q.4	i	Describe supply chain integration.	3	2	1,3	3
	ii	Explain the purpose and functionality of Warehouse Management Systems (WMS) within the supply chain. What are the key features of an effective WMS, and how do they contribute to improving inventory accuracy, order fulfillment, and overall warehouse efficiency?	7	2	1,3	3
OR	iii	Explain the distribution strategies direct shipping, cross docking, milk run systems with example.	7	2	1,3	3
Q.5	i	Define supplier relationship management.	3	2	1,3	4
	ii	Identify and explain the critical components of Supplier Relationship Management. How do these components interact to create a cohesive strategy for managing supplier relationships? In what ways can effective SRM lead to enhanced supplier performance and reduced risks for an organization?	7	2	1,3	4
OR	iii	Provide a detailed overview of the structural framework of electronic Supplier Relationship Management (e-SRM). What are the primary elements of e-SRM, and how do they differ from traditional SRM structures?	7	2	1,3	4
Q.6		Attempt any two:				
	i	Explain the various drivers, modes, and measures of transportation in supply chain management.	5	2	1,3	5
	ii	Discuss the roles of third-party logistics (3PL) and fourth-party logistics (4PL) in modern supply chain operations. Compare and contrast 3PL and 4PL, and analyze how companies benefit from outsourcing logistics functions.	5	2	1,3	5
	iii	Explain the concept of packaging as unitization and its significance in supply chain management. How does unitized packaging contribute to transportation efficiency and reduce handling costs?	5	2	1,3	5

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Total No. of Questions: 6

Total No. of Printed Pages: 4

Enrollment No.....



Faculty of Engineering  
End Sem Examination Dec 2024  
OE00048 Supply Chain Management

Programme: B.Tech.

Branch/Specialisation: All

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

			Marks	BL	PO	CO	PSO
Q.1	i.	Which of the following best describes the concept of "strategic fit" in supply chain management?	1	1	1,3	1	
		(a) Matching supply chain processes with customer demand					
		(b) Ensuring that supply chain strategies align with a company's competitive strategy					
		(c) Reducing the number of suppliers in the supply chain					
	ii.	(d) Increasing production speed at all costs					
		Which of the following are considered enablers of supply chain performance?	1	1	1,3	1	
		(a) Suppliers and customers only					
		(b) Technology, people, and processes					
		(c) Inventory and warehousing only					
		(d) Branding and advertising					
	iii.	Which of the following is an example of supply chain coordination?	1	1	1,3	2	
		(a) Minimizing supplier interactions					
		(b) Collaborative forecasting with suppliers					
		(c) Reducing warehouse facilities					
		(d) Adding more retailers to the distribution network					

P.T.O.

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- iv. In an uncertain environment, supply chain network design often emphasizes-
- (a) Fixed, unchanging supply routes
  - (b) Enhanced flexibility and adaptability in logistics
  - (c) Reducing the number of distribution centers
  - (d) Expanding product lines
- v. Which of the following statements describes "Milk-Run Systems"?
- (a) Delivering products directly from the manufacturer to the customer.
  - (b) A vehicle makes multiple pickups or deliveries on one route.
  - (c) Moving goods from one form of transport to another.
  - (d) Consolidating shipments for cost reduction.
- vi. Which risk pooling strategy focuses on reducing risks associated with varying demand across different locations?
- (a) Pooling based on Lead Time
  - (b) Pooling based on Product
  - (c) Pooling based on Location
  - (d) Pooling based on Capacity
- vii. Which of the following is NOT a component of Supplier Relationship Management (SRM)?
- (a) Supplier evaluation and selection
  - (b) Order processing only
  - (c) Performance measurement and improvement
  - (d) Collaboration and information sharing
- viii. What is a primary characteristic of an internet-driven SRM environment?
- (a) Limited supplier interaction
  - (b) Real-time data exchange and integration across platforms
  - (c) Increased dependency on paper documentation
  - (d) Limited transparency between suppliers and buyers

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- ix. Packaging that combines products into a single unit for easier handling and transportation is known as:
- (a) Industrial Packaging
  - (b) Unitisation
  - (c) Consumer Packaging
  - (d) 3PL Packaging
- x. Which of the following refers to 4PL (Fourth-Party Logistics)?
- (a) A company that only handles warehousing and storage.
  - (b) A logistics provider that integrates and manages all aspects of the supply chain for the client.
  - (c) A provider that only offers transportation services.
  - (d) A company that provides only consumer packaging services.
- Q.2 i. Explain the concept of "process views" in supply chain management.
- ii. Discuss the key enablers of effective supply chain performance, such as technology, skilled workforce, and collaboration with supply chain partners. How does each of these factors contribute to a more efficient and resilient supply chain?
- OR iii. Explain the concept of "strategic fit" in supply chain management. Why is it crucial to ensure alignment between the supply chain strategy and the competitive strategy of a company?
- Q.3 i. Briefly explain the green supply chain.
- ii. What are the key challenges and strategies involved in designing and coordinating an effective supply chain network that integrates planning, decision modeling, and sustainability?
- OR iii. What is supply chain coordination, and why is it essential for the smooth functioning of supply chain networks? Identify and explain the factors that can hinder coordination within a supply chain.

**Marking Scheme**  
**OE00048 (T) Supply Chain Management (T)**

Q.1	i)	b) Ensuring that supply chain strategies align with a company's competitive strategy	1
	ii)	b) Technology, people, and processes	1
	iii)	b) Collaborative forecasting with suppliers	1
	iv)	b) Enhanced flexibility and adaptability in logistics	1
	v)	b) A vehicle makes multiple pickups or deliveries on one route.	1
	vi)	c) Pooling based on Location	1
	vii)	b) Order processing only	1
	viii)	b) Real-time data exchange and integration across platforms	1
	ix)	b) Unitisation	1
	x)	b) A logistics provider that integrates and manages all aspects of the supply chain for the client.	1
Q.2	i.	Explain the concept of "process views" <b>Describing process view – 3 marks</b> <b>Making process view diagram – 1 mark</b>	4
	ii.	key enablers of effective supply chain performance, such as technology, skilled workforce, and collaboration – <b>4 marks</b> factors contribution to a more efficient and resilient supply chain – <b>2 marks</b>	6
OR	iii.	concept of "strategic fit" SCM – <b>4 marks</b> . alignment between the supply chain strategy and the competitive strategy of a company – <b>2 marks</b>	6
Q.3	i.	Explaining green supply chain – <b>3 marks</b>	3
	ii.	key challenges – <b>3 marks</b> strategies supply chain – <b>4 marks</b>	7
OR	iii.	Supply chain coordination and its importance- <b>3 marks</b> factors that can hinder coordination within a supply chain. – <b>4 marks</b>	7
Q.4	i.	supply chain integration definition – <b>3 marks</b>	3
	ii.	Purpose and functionality of Warehouse Management Systems (WMS) – <b>4 marks</b>	7

		Key features of an effective WMS, and contribution to improving inventory accuracy, warehouse efficiency – <b>3 marks</b>	
OR	iii.	Direct shipping with example – <b>2 marks</b> cross docking with example – <b>3 marks</b> milk run systems with example – <b>2 marks</b>	7
Q.5	i.	Define supplier relationship management – <b>3 marks</b>	3
	ii.	Critical components of SRM - 4 marks. cohesive strategy for managing supplier relationships - <b>1.5 marks</b> ways can effective SRM lead to enhanced supplier performance and reduced risks for an organization – <b>1.5 marks</b>	7
OR	iii.	detailed overview of the structural framework of electronic Supplier Relationship Management (e-SRM). – <b>4 marks</b> primary elements of e-SRM, and difference from traditional SRM structures – <b>3 marks</b>	7
Q.6		<b>Attempt any two:</b>	
	i.	various drivers, - <b>2 marks</b> modes, and measures of transportation in SCM – <b>3 marks</b>	5
	ii.	Roles of third-party logistics (3PL) and fourth-party logistics (4PL) in modern supply chain operations – <b>3 marks</b> Compare and contrast 3PL and 4PL – <b>2 marks</b>	5
	iii.	Concept of packaging as unitization and its significance in SCM- <b>3 marks</b> . Unitized packaging contribute to transportation efficiency and reduce handling costs - <b>2 marks</b>	5

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