

Total No. of Questions: 6

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Enrollment No.....



Faculty of Commerce / Management Studies
End Sem Examination May-2024
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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. What is the meaning of a supply chain (SC)? **1**
- (a) A chain used to tie products together during transportation
 - (b) The flow of goods and services from suppliers to customers
 - (c) A network of retail stores and distribution centres
 - (d) A chain of command within a manufacturing plant
- ii. What is one of the primary functions of a supply chain? **1**
- (a) Maximizing inefficiencies in logistics
 - (b) Minimizing customer satisfaction
 - (c) Balancing supply and demand
 - (d) Avoiding strategic fit with organizational goals
- iii. What is the basic concept of distribution in supply chain management? **1**
- (a) Delivering products from manufacturers to retailers
 - (b) Managing the flow of goods and services from suppliers to customers
 - (c) Selling products directly to consumers
 - (d) Storing inventory in warehouses indefinitely
- iv. The option in which product is shipped directly from the manufacturer to the end customer, bypassing retailer is called- **1**
- (a) In- Transit merge
 - (b) Drop shipping
 - (c) Carrier delivery
 - (d) Last –mile delivery

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| v. | What is supply chain integration? | 1 |
| | (a) Isolating each component of the supply chain | |
| | (b) Coordination and collaboration among various stakeholders in the supply chain | |
| | (c) Ignoring customer demands | |
| | (d) Focusing solely on cost reduction | |
| vi. | What supply chain strategy focuses on producing goods in anticipation of customer demand? | 1 |
| | (a) Pull-based (b) Push-based | |
| | (c) Lean manufacturing (d) Agile manufacturing | |
| vii. | What are the consequences of a lack of supply chain coordination? | 1 |
| | (a) Improved customer satisfaction | |
| | (b) Increased efficiency in logistics | |
| | (c) The Bullwhip Effect and increased costs | |
| | (d) Seamless collaboration among supply chain partners | |
| viii. | What does the future of IT hold for supply chain management? | 1 |
| | (a) Decreased reliance on technology | |
| | (b) Increased adoption of emerging technologies such as blockchain and artificial intelligence | |
| | (c) Ignoring advancements in IT | |
| | (d) Decreased collaboration among supply chain partners | |
| ix. | What does the macro dimension of logistics refer to? | 1 |
| | (a) Focus on individual components within the supply chain | |
| | (b) Strategic decision-making at the organizational level | |
| | (c) Coordination of logistics activities across the entire supply chain network | |
| | (d) Only considering internal logistics operations | |
| x. | What is a strategic alliance in logistics? | 1 |
| | (a) A temporary partnership between competitors | |
| | (b) An agreement between logistics providers and customers | |
| | (c) Collaboration between organizations to achieve mutual benefits in logistics operations | |
| | (d) Ignoring relationships with suppliers and customers | |

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| Q.2 | i. | Write any four objectives of supply chain management. | 4 |
| | ii. | Explain supply chain strategies. | 6 |
| OR | iii. | What are the various key issue in achieving strategic fit? | 6 |
| Q.3 | i. | What are the fundamental principles underlying the concept of distribution in supply chain management? | 4 |
| | ii. | Explain any three types of distribution networks. | 6 |
| OR | iii. | Explain the factors influencing network design decisions. | 6 |
| Q.4 | i. | What are the key benefits and challenges of achieving supply chain integration? | 4 |
| | ii. | Explain the differences between push-based, pull-based, and push-pull based supply chain models, and provide examples of industries where each is commonly used. | 6 |
| OR | iii. | What are the key functions of warehousing in the context of supply chain management? How do modern warehouse technologies enhance efficiency and flexibility? | 6 |
| Q.5 | i. | Discuss the potential benefits and drawbacks of adopting advanced IT solutions in supply chain management. | 4 |
| | ii. | Explain the significance of Supplier Relationship Management (SRM) in internal supply chain management. How can IT facilitate the integration of SRM practices? | 6 |
| OR | iii. | What are the consequences of a lack of coordination in supply chain management, particularly in relation to the Bullwhip Effect? How can IT frameworks mitigate these challenges? | 6 |
| Q.6 | i. | How do macro and micro dimensions impact logistics operations? | 4 |
| | ii. | What are the functions and benefits of third-party and fourth-party logistics providers in supply chain management? | 6 |
| OR | iii. | What criteria are commonly used in supplier evaluation and selection processes within logistics management? How do these criteria align with overall supply chain objectives? | 6 |

Marking Scheme**CM3EG09 / MS3EG08 Supply Chain Management**

Q.1	i)	b) The flow of goods and services from suppliers to customers	1
	ii)	c) Balancing supply and demand	1
	iii)	b) Managing the flow of goods and services from suppliers to customers	1
	iv)	b) Drop shipping	1
	v)	b) Coordination and collaboration among various stakeholders in the supply chain	1
	vi)	b) Push-based	1
	vii)	c) The Bullwhip Effect and increased costs	1
	viii)	b) Increased adoption of emerging technologies such as blockchain and artificial intelligence	1
	ix)	c) Coordination of logistics activities across the entire supply chain network	1
	x)	c) Collaboration between organizations to achieve mutual benefits in logistics operations	1
Q.2	i.	Write any four objectives of supply chain management. Each objective contains 1 mark	4
	ii.	Explain supply chain strategies?	6
OR	iii.	What are the various key issue in achieving strategic fit.	6
Q.3	i.	What are the fundamental principles underlying the concept of distribution in supply chain management? Each principle contains 1 mark	4
	ii.	Explain the any three types of distribution networks. Each distribution network contains 2 marks	6
OR	iii.	Explain the factors influencing network design decisions. Each factors influencing network design decisions contains 1 marks	6
Q.4	i.	What are the key benefits	2
		challenges of achieving supply chain integration.	2
	ii.	Explain the differences between push-based, pull-based, and push-pull based supply chain models, provide examples of industries where each is commonly used?	3 3
OR	iii.	What are the key functions of warehousing in the context of supply chain management how do modern warehouse technologies enhance efficiency and	3

		flexibility?	3
Q.5	i.	Discuss the potential benefits	2
		drawbacks of adopting advanced IT solutions in supply chain management.	2
	ii.	Explain the significance of Supplier Relationship Management (SRM) in internal supply chain management, how can IT facilitate the integration of SRM practices?	4 2
OR	iii.	What are the consequences of a lack of coordination in supply chain management, particularly in relation to the Bullwhip Effect how can IT frameworks mitigate these challenges?	4 2
Q.6	i.	How do macro and micro dimensions impact logistics operations. Macro dimensions	2 2
		Micro dimensions	2
	ii.	What are the functions and benefits of third-party and fourth-party logistics providers in supply chain management. Functions	3 3
OR	iii.	What criteria are commonly used in supplier evaluation and selection processes within logistics management how do these criteria align with overall supply chain objectives?	4 2
