MB-117D

Sl.No. :

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Third Semester M.B.A. Degree Examination, May/June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Supply Chain Management (Elective - D)

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Q1) **Answer any five sub-questions. Each sub-question carries three marks :** **[5 × 3 = 15]**

a) What is customer order cycle in supply chain?

b) What do you mean by supply chain dynamics?

c) What is logistics information architecture?

d) Define logistic management?

e) Define inventory?

f) What do you mean by block chain technology?

g) What is customer relationship management?

SECTION - B

Answer any four questions. Each question carries five marks : **[4 × 5 = 20]**

Q2) What are the nature and scope of SCM?

Q3) Briefly explain the evolution of SCM.

Q4) Explain the collaborative planning in SC.

Q5) Briefly explain components of demand management.

Q6) What are the objectives of logistics information system?

Q7) Briefly explain lean supply chain management.

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

Q8) Define logistics. Explain the types of logistics management.

Q9) Describe supply chain management models.

Q10) Explain the various decisions phases in supply chain.

Q11) Describe the role of IT in SCM.

Q12) Elaborate the principles of designing LIS.

SECTION - D

Q13) **Case (Compulsory) : [1 × 15 = 15]**

A global company has put up a captive facility in India to manage a couple of internal back-end processes. The CEO of the local unit is worried about the long-term competitiveness of the Indian unit. Labour cost has been increasing at the rate of 15 percent in the last few years and the CEO is worried that in the near future these processes may get shifted to Eastern Europe or some other part of the world.

Question :

What should the CEO do so that the local unit can survive in the long-run after studying network design decisions?

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