MB117D

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Elective: D: Operations

Supply Chain Management

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub-question carries Three marks. (5×3=15)

1. a) Illustrate the concept of logistic information system.

b) Mention the different drivers of Supply Chain Management.

c) What do you mean by reverse supply chain?

d) Give the meaning of retail audit.

e) What is out sourcing in supply chain management?

f) List out the objectives of supply chain management.

g) Mention the components of CRM in supply chain.

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Define Supply Chain Management. Explain different types of Supply Chain Management.

3. Explain in brief the functional components of supply chain.

4. Write a note on supplier relationship management.

5. What is logistics information system? Explain its importance.

6. Describe the evolution of supply chain management.

7. What are supply chain strategies? Explain in brief.

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SECTION - C

Answer any Three questions. Each question carries Ten marks. **(3×10=30)**

8. Explain transportation strategies in supply chain.

9. Elaborate the different types of Supply Chain Management.

10. Explain the three decision phases of a supply chain.

11. Describe the role of IT in logistics and supply chain management.

12. Discuss in detail the supply chain process.

SECTION - D

(Compulsory)

13. Case Study. **(1×15=15)**

Suggest factors to be considered in deciding whether to 'make and supply' or to 'buy and supply' blood pressure measuring kits for hospitals in developing rural markets in India. Also state assumptions if any?

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