MB-117D

Sl.No. :

Total No. of Pages : 2

Third Semester M.B.A. Degree Examination, May -2025
(SLM Scheme) (NON CBCS)
MANAGEMENT
Elective: D: OPERATIONS
Supply Chain Management

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

Instruction : All sections are compulsory.

Section- A

I Answer any Five sub-questions. Each sub-question carries three Marks : [5 × 3 = 15]

1) a) Define Supply Chain Management (SCM)

b) What is Supplier Relationship Management (SRM)

c) What is logistics Information system?

d) What is Green Supply Chain Management?

e) Mention the importance warehouse Management.

f) What is cloud based supply chain?

g) Distinguish between aggregate planning and collaborative planning.

Section - B

II Answer any four- questions. Each question carries five Marks. [4 × 5 = 20]

2) Briefly explain the concept of supply chain.

3) Bring out the dynamics of supply chain.

4) Briefly explain supply chain Re-symmetry.

5) Distinguish between private and public ware-housing

6) Write a note on lean supply chain.

7) Explain Logistics Information Architecture.

Section - C

III Answer any three questions. Each question carries ten Marks. **[3 × 10 = 30]**

8) Explain the process of supply chain management.
9) Describe the Evolution of supply chain management.
10) Discuss the various methods of purchasing
11) Explain the significance of managing inventory in supply chain
12) Elucidate the principles of desiging logistics Information System (LIS) for effective management of supply chain.

Section - D

13) Case (Compulsory) **[1 × 15 = 15]**

IKEA. the world's leading retailer by sales had its presence across the globe. Founded in 1943. in Sweden. IKEA focused on offering a wide range of good quality, stylish. well designed and functional furniture at a low cost so that more people could efforts it. IKEA kept cost reduction at the centre of any decision making it made efforts to improve its internal supply chain processes like packaging. warehousing and transportation which contributed to its cost cutting objective. IKEA maintained a long - term relationship with its suppliers and assisted them in improving their processes so that it would help in cutting costs further. The company did not offer free home delivery as other furniture retailers did and expected its customers carry the products with them in their vehicles and assemble the products themselves.

This helped IKEA cut down on a part of its transportation costs and pass on the benefit to its customers in the form of low priced goods. The company focused on providing its customers affordable yet stylish and functional furniture. It made efforts to eliminate several activities that added to the final cost of the furniture but could be avoided. Its USP lied in its packaging. IKEA designed its products in a manner to disassemble the whole unit and transport the parts of the furniture in flat packages. That saved IKEA huge costs in transport. The case explains the evolution of IKEA's business model, expansion strategies and supply chain planning process, relationship management with its suppliers, warehouse operations and store design.

Questions:

a) Examine the supply chain management practices of IKEA.
b) Identify the strengths and weaknesses of IKEA's supply chain.
c) Evaluate how the efficient supply chain system helped IKEA in maintaining low prices.