MBSC-3.2D

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, February - 2024
(CBCS) (SLM Scheme) (Elective - D)
MANAGEMENT
Supply Chain Management

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

SECTION - A

Answer any five questions. Each question carries five marks. [5 × 5 = 25]

Q1) What are the importance of supply chain management?

Q2) What do you mean by Differential advantage? How can an organisation attain it'?

Q3) Discuss the importance of transportation in supply chain.

Q4) What is the impact of e-Business in supply chain? Give any example to support your answer.

Q5) List out various factors affecting the network design decisions.

Q6) State the consequences of bullwhip effect?

Q7) What do you mean by cross docking? Why cross docking is needed?

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) What is aggregate planning? Explain the role of predictive visibility supply chain performance.

Q9) Explain network design in supply chain management in detail.

Q10) Explain the role of collaborative planning and forecasting for efficient execution of supply chains.

Q11) Explain the role of supply chain coordination to minimize wastage of resources.

Q12) Explain 'Achieving Strategic Fit' in supply chains with the help of a suitable example.

Q13) Discuss the role of IT in supply chain management.

SECTION - C

Q14) **Case (Compulsory) :** **[15]**

BMR a small speciality chemical company located at Bangalore. The company is engaged in manufacturing a variety of products for coating metals for corrosion prevention. All products were produced at a single location. The distribution patterns were as follows :

All shipment that could be made in full truck load quantities were to be shipped directly from plant to customers.

All large customer orders, the top 10% of the company volume were also shipped direct to customer from the plant.

The reminder of the product line, with its small shipment sizes, was to be shipped out of two strategically located warehouses (Chennai and Hyderabad) as well as from the Indore plant. This arrangement saved 20% of companies distribution cost.

Questions :

a) What type of strategy the company follows and the reason for opting such strategy of distribution? Discuss.

b) Mention the disadvantages of company's distribution strategy.

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