MBSC-3.2D

Sl. No.

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

MANAGEMENT

Elective - D : Operations

Supply Chain Management

(CBCS Scheme)

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

SECTION - A

Answer any Five questions. Each question carries Five marks. **(5×5=25)**

1. Define Supply Chain Management and mention its Objectives.
2. Write note on strategic sourcing.
3. Discuss the advantages of Vendor Management.
4. Differentiate between Demand Planning and Master Planning.
5. Write a short note on JIT in Supply Chain along with its merits.
6. Describe the key components of a Logistics Information System (LIS).
7. Explain the concept of Reverse Supply Chain along with examples.

SECTION - B

Answer any Four questions. Each question carries Ten marks **(4×10=40)**

8. Explain the objectives and functions of supply chain management.
9. Discuss the role of aggregate planning and forecasting in demand management.
10. Describe the process and importance of Supplier Relationship Management (SRM).
11. Explain the benefits and applications of an Order Management System (OMS).
12. Discuss the importance of IT in supply chain management with examples.
13. Explain the concept of cloud - based supply chain along with its advantages.

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SECTION - C

14. Case Study (Compulsory). **(1×15=15)**

Flipkart one of India's leading e-commerce companies, has built its competitive edge largely on its efficient supply chain. With millions of customer orders each month, Flipkart relies heavily on Order Management Systems (OMS), Warehouse Management Systems (WMS), and Logistics Information Systems (LIS) to ensure timely order fulfillment. The company uses advanced forecasting tools, collaborative planning, and real - time tracking to optimize inventory levels and streamline transportation. Cloud - based supply chain solutions and data analytics have further enhanced its ability to predict demand, reduce costs, and improve customer satisfaction. However, challenges such as last - mile delivery delays, reverse logistics for returns, and global supply chain disruptions remain areas of concern.

Questions:

a) How do OMS, WMS, and LIS contribute to the efficiency of an e-commerce supply chain like Flipkart's?

b) What are the advantages of integrating cloud - based technologies in modern supply chain management?

c) How can Flipkart overcome challenges in last - mile delivery and reverse logistics to sustain its competitive advantage?
