MBSC-3.2D

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

Third Semester M.B.A. Degree Examination, June - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
Elective - D : OPERATION
Supply Chain Managememt

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

SECTION - A

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

Q1) Brief out the Scope of Supply chain management.

Q2) Write a brief note on supply chain network.

Q3) Discuss the supply chain partners.

Q4) What collaborative Planning? Why collaborative planning is required Supply chain Management?

Q5) What is importance of Logistics information system?

Q6) Difference between Reverse supply chain and Agro supply chain.

Q7) What is lean supply chain? Give example relating to Lean supply chain.

SECTION - B

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

Q8) Discuss the role of Cloud based in Modern Supply Chain Management, with examples.

Q9) Illustrate the Transportation strategies useful in Modern Supply Chain Management.

Q10) Elaborate the Functional components of CRM.

Q11) Explain the importance of Aggregate Planning.

Q12) Explain Customer order cycle and Order Management system.

Q13) Write a short note on :

a) Supply Chain Finance

b) Global Supply Chain Management.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

XYZ Electronics is a mid-sized company specializing in consumer electronics. Recently, the company has been experiencing several challenges with its supply chain, including delayed deliveries, increased costs, and inventory imbalances. These issues have led to customer dissatisfaction and a decline in market share. The management team decided to undertake a comprehensive review of their supply chain processes to identify opportunities for improvement and implement more efficient practices.

Question :

a) How did XYZ Electronics address the issue of delayed deliveries, and what were the key strategies implemented to improve this aspect of their supply chain?

b) What impact did the inventory optimization system have on the company's operational costs and inventory accuracy?

c) In what ways did the logistics overhaul contribute to the company's overall supply chain efficiency, and what were the measurable outcomes of this initiative?

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