MBSC-3.2D

Sl. No.

III Semester M.B.A. Degree Examination, October/November - 2025
MANAGEMENT
ELECTIVE-D : OPERATIONS
Supply Chain Management
(CBCS Scheme)

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

SECTION - A

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

1. Explain the role of Transportation in Supply chain.
2. What do you mean by strategic alliances?
3. State about the E-Commerce issues in transportation.
4. Listout the various factors affecting the network design decisions.
5. What are the importance of Supply Chain Management?
6. Differentiate between Centralized and Decentralized purchasing.
7. Mention the different drivers of Supply Chain management.

SECTION - B

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

8. How is purchasing done in Supply chain? Discuss.
9. Discuss about the Strategic importance of Customer Relationship Management.
10. Explain the role of Supply chain co-ordination to minimize wastage of resources.
11. Explain the three decision phases of Supply chain.
12. Explain in detail the network design in Supply Chain Management.
13. What is aggregate planning? Explain the role of Predictive visibility supply chain performance.

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SECTION - C

Case (Compulsory). **(1×15=15)**

14. To understand what ECR companies are doing, let us take a look at the argument Palmolive and Gillette India have worked out at Delhi, a transit point for products leaving Palmolive's Manufacturing plant in Punjab, common transporter, Transport Corporation of India (TCI's) trucks leaving Delhi with goods meant for Palmolive's distribution in Mumbai come back loaded with Gillette India labels for Delhi market such tie ups for backhaul facilities could result in 5-l 0 percent savings in the transport costs, besides cutting down transit time. If warehouses are consolidated across companies then even deliveries could be shared normally consist of a shared transporters.

Palmolive and Gillette India are further working forwards drawing up a common format for data exchange between 250 odd manufacturers 35,000 distributors and thousands of Clearing and Forwarding Agents, wholesales and more than 10 million retailers all of whom together make up India's huge and complex supply chain.

Questions:

a) Enabling technologies in ECR (Efficient Consumer Response) networks for communication of accurate and timely information between trading partners. Discuss.

b) State some of the functions in which ECR should be worked out on a priority basis in a typical FMCG company.
