MAY 2022 **P/ID 78007/RMBL2**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. State the purpose of Supply Chain.

2. What is Product Flow in Supply Chain?

3. How does supply chain affect the economy?

4. What is Bullwhip Effect?

5. Interpret the purpose of Value Chain Analysis.

6. State the objective of Agile Supply Chain.

7. What is Demand Planning?

8. Give examples for Value Added Services in Telecom Industry

9. What is Pure Push Strategy?

10. Define Mass customization.

11. What do you mean by E-Commerce Platform?

12. Write short note on Omni-Channel E-Commerce?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Describe the Key Steps in a Supply Chain.

14. What are the benefits of Supply Chain Management?

15. Examine the role of Aggregate Planning in Supply Chain.

16. How predictable variability is controlled in supply chain?

17. List out the advantages of Lean Supply Chain.

18. Outline the benefits of Supply Chain Outsourcing.

19. Mention the types of B2C Models in E-Commerce.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Describe the evolution of Supply Chain Management.

21. Enumerate the types of Supply Chain Relationships.

22. Discuss the Application of Demand Forecasting in Supply chains.

23. Elucidate the Supply Chain Risk Management Strategies.

24. Explain the types of supply chain management Software.
