MAY 2023 **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. Define Supply Chain Management.
2. What is Supply Chain Optimization.
3. Describe Supply Chain Modelling.
4. Determine the purpose of Yield Management.
5. Write a brief note on sourcing in Supply Chain.
6. How do inventories influence Aggregate Planning?
7. Specify the nature of Agile Supply Chain.
8. Briefly describe Mass Customization.
9. Infer the benefits of Supply Chain Outsourcing.
10. Find out the role of Transportation Third Party Logistics.
11. How Logistics Disruption impact Global Supply Chains?
12. Outline the characteristics of Digital Supply Chain.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Describe the Decision Phases in Supply Chain.

14. Evaluate the Design Drivers of Supply Chain Performance.

15. Examine the need of Aggregate Planning in a Supply Chain.

16. How does Demand Forecasting impact a Supply Chain Strategy? Discuss.

17. Interpret the Dimensions of Customer Value.

18. Inspect the relevance of Push-pull Boundary in Supply Chain.

19. Estimate the role of Supply Chain Management in E-Commerce.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Discuss the Key Issues in Supply Chain Management.

21. Illustrate the framework of Supply Chain Facilities Management.

22. Describe the Supply Chain Models with their Applications.

23. Elaborate the steps involved in creating a Sustainable Supply Chain.

24. Enumerate Multi-Channel Supply Chain Management aligning with Marketing Mix.

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