MAY 2025 **P/ID 78007/RMBL2**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

Write a note on the following.

1. Manufacturer

2. Distributor

3. Retailer

4. Pricing

5. Location

6. Cross functional drivers

7. Subcontracting

8. Seasonal workforce

9. Market growth

10. Stealing share

11. Data lake

12. Data analytics.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the importance of supply chain.

14. What are the facilities required to a supply chain system? Explain.

15. Write about the aggregate planning in supply chain.

16. State and explain the types of supply chain with examples.

17. What are the dimensions of customer value? Explain.

18. Explain the Push-Pull boundaries.

19. Bring out the need for structural flexibility.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. "Supply chain is the competitive weapon"- Examine.

21. Elucidate the role of transportation in supply chain management.

22. Illustrate the role of IT in supply chain.

23. Identify the issues of supply chain management outsource and suggest suitable measures to overcome it.

24. Narrate the multichannel revolution 2020 vision.

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