Registration No :

Total Number of Pages : 02

Course: MBA
Sub_Code:18MBA301D

3RD Semester (Regular/Back) Examination: 2022-23
SUBJECT: Supply Chain Management & Logistics
BRANCH(S): MBA,BM,GM,RM
Time : 3 Hour
Max Marks : 100
Q.Code : L271
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1   **Answer the following questions :**   (2 x 10)
a)   State the objective of Supply Chain Management.
b)   What do you mean by Supply Chain dynamics?
c)   Explain the concept of Push-pull supply chain.
d)   Explain the concept of risk pooling.
e)   Distinguish between sourcing and purchasing.
f)   Explain 5R principle in Supply Chain Management.
g)   Give three reasons why Information technology is important in SCM?
h)   What do you mean by Containerization?
i)   What is the purpose of vehicle routing system?
j)   Define the term logistic information system.

Part-II

Q2   **Only Focused –Short Answer Type Questions.(answer any Eight out of Twelve)**   (6 × 8)
a)   Why demand forecasting play a critical role in supply chain strategies?
b)   Explain key issues in Supply chain management.
c)   What are the advantages and disadvantages of in single vendor and in Multiple vendor system?
d)   Describe the three types of measurement criteria used in supply chain management.
e)   Write short notes on SCOR Model.
f)   What do you mean by Containerization? Explain its features and major advantages.
g)   Differentiate the traditional balanced score card concept and the supply chain balanced scorecard concept.
h)   Differentiate between the milk run method and direct shipping method
i)   Why is negotiation such an important part of the purchasing process.
j)   Why do many firms attempt to avoid litigation in settling contract dispute?
k)   A warehouse has a loading dock and three persons for loading operations. The arrival of truck follows a poison distribution with a mean of 4 trucks /hour. The average loading time(by three persons together) per truck is exponentially

distributed with mean of 10 minutes. The charge of the trucks per hour and loading charges per persons per hour are Rs.20 and Rs 10 respectively. Find out total cost.

l) What is bullwhip effect? Discuss the various causes of Bull whip effect and the remedial strategies used..

Part-III
Only Long Answer Type Questions(Answer Any Two out of Four)

Q3   What is vendor analysis? Explain the methods used for vendor evaluation and rating?   (16)

Q4   What is Vendor Managed Inventory? Discuss its benefits and limitations? How VMI system implementation can be made successful?   (16)

Q5   Discuss types and functions of warehouses and also discuss the relative strengths and weakness of centralized and decentralized warehouses.   (16)

Q6   Answer any Two of the followings   (16)
  (a)   Briefly explain Vendor relationship Management.
  (b)   Write short notes on Vehicle Routing Method
  ©   A warehouse is no longer a storage place, but a place that create value. Explain