3rd Semester Regular / Back Examination : 2021-22
SUPPLY CHAIN MANAGEMENT & LOGISTICS
BRANCH : MBA, BA, GM, IB, MBA(M&F)
Max Mark : 100
Time : 3 Hours
Q CODE : OF336

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 Only Short Answer Type Questions (Answer All-10)   (02×10)
a) What do you mean by Reverse logistics?   (2)
b) What do you mean by Vendor managed inventory?   (2)
c) Explain the concept of Web based supply chain.   (2)
d) Explain the concept of cross docking.   (2)
e) Explain the benefits of RFID.   (2)
f) What do you mean by stockpiling? Give an example.   (2)
g) Differentiate between Bottleneck vendors and leverage vendors?   (2)
h) What do you mean by blanket purchase order? Give an example.   (2)
i) What is the primary objective of activity based costing?   (2)
j) Explain the concept of Milk Run. Write one benefit.   (2)

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)   (06×08)
a) Explain the Bull whip Effect with example. What are the causes and consequence of the same?   (6)
b) What is 4PL? What are the stages involved in 4PL solutions and also explain its operational mechanism.   (6)
c) "Vendor rating has become a important tool of contemporary supply chain practices". Justify it.   (6)
d) "Supply chain management is an integration of firm's logistic function with other participants like vendors, cutomers and third party logistics service providers". Why.   (6)
e) Write short notes on the effective forecasting process.   (6)
f) Write a note on various criteria for evaluation of vendors performance.   (6)
g) What are the elements of total cost cost for supply chain management ? explain. (6)
h) What is the role of IT in supply chain management? Discuss advantages and implementation.   (6)
i) Explain Third Party logistics and its advantages.   (6)
j) What are the factors affecting the location of warehousing?   (6)
k) Define the value chain of SCM. Explain the flow of various things in it along with their relevance.   (6)
l) How CRM is used in supply chain management?   (6)

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)   (02×16)
Q3 What is supply chain Management? How supply chain management is linkage with marketing, manufacturing , sales and information technology? Explain.   (16)
Q4 Discuss the various factors influencing network design decisions.   (16)
Q5 Discuss the following two approaches to measure supply chain performance   (16)
    (a)SCORE model   (b) Balanced Scorecard method.
Q6 Write short notes on any two: (16)
    (a)Vendor rating techniques
    (b)Hub and Spoke model
    (c)Vendor relationship management