

(7 pages)

Reg. No. :

Code No. : 5812

Sub. Code : WBAE 3 A

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Third Semester

Business Administration

Elective — SUPPLY CHAIN AND LOGISTICS
MANAGEMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. A ——— is the network of all the individuals, organizations, resources, activities and technology involved in the creation and sale of a product.
- (a) Supply chain (b) Block chain
(c) Inter chain (d) Multi chain

2. ——— management includes design and administration of systems to control the flow of materials, WIP and finished inventory to support business unit strategy.

(a) Materials (b) Logistics
(c) Distribution (d) Marketing

3. Which of the following is not a part of supply chain management system?

(a) Supplier (b) Manufacturer
(c) Information flow (d) Competitor

4. The purpose of supply chain management is

(a) Provide customer satisfaction
(b) Improve quality of a product
(c) Integrating supply and demand management
(d) Increase production

5. Identify the component of forecasting

(a) Trend (b) Seasonality
(c) Level (d) All of these



6. MAD can be expanded as "Mean absolute"

- (a) Difference (b) Deviation
(c) Differential (d) Division
7. VMI stands for Vendor Managed _____
- (a) Inventory (b) Information
(c) Implementation (d) Inputs
8. Pre and post inventory can be kept in the control with the help of _____
- (a) Production
(b) Marketing
(c) Supply chain management
(d) Finance
9. Many time people have confusion between SCM and _____
- (a) Finance (b) Marketing
(c) Human resource (d) Transportation
10. Information technology is helpful in improving right _____
- (a) Wastage (b) Information
(c) Over production (d) Product packaging

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11. _____ is a function of e-commerce.
- (a) Marketing (b) Supply chain
(c) Finance (d) All of these
12. All of the following are major B2C business models except _____
- (a) Content provider (b) Industry consortium
(c) Transaction broker (d) Service provider
13. The word "tactics" is most likely to be associated with _____ strategy.
- (a) Corporate (b) Operational
(c) Business (d) All of these
14. What are the pillars of the SCOR model?
- (a) Performance measurements
(b) Best practices
(c) Skills
(d) All of these
15. SCOR can be expanded as supply chain _____ reference.
- (a) Operations (b) Organizing
(c) Orbit (d) Organization

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[P.T.O.]



PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

16. (a) How to achieve strategic fit?

Or

- (b) Find out the supply chain drivers.

17. (a) Describe the role of forecasting in supply chain.

Or

- (b) What are the steps of supply chain management?

18. (a) How to estimate the cycle inventory?

Or

- (b) How do you determine appropriate safety inventory?

19. (a) Assess the role of e-business in supply chain.

Or

- (b) How do you set up an e-business?

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20. (a) Interpret the measures of supply chain performance.

Or

- (b) Demonstrate the bullwhip effect in the supply chain.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words.

21. (a) Outline the objectives of supply chain management.

Or

- (b) Elaborate the decision phases in the supply chain.

22. (a) Explain some of the demand forecasting methods in supply chain.

Or

- (b) Illustrate the different types of aggregate planning strategies.

23. (a) Enumerate the factors affecting the choice of the transportation mode.

Or

- (b) Sketch out various design options for transportation networks in supply chains.

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24. (a) Discuss the key roles of information technology in supply chain management.

Or

(b) Show the importance of information technology in supply chain management.

25. (a) Categorize the obstacles to coordination in supply chain.

Or

(b) Narrate the steps to align supply chain with business strategy.

