

(6 pages)

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Sub. Code : KBAE 45/
PBAE 4 E

MASTER OF BUSINESS ADMINISTRATION (CBCS)
DEGREE EXAMINATION, APRIL 2019.

Fourth Semester

Business Administration – Elective

SUPPLY CHAIN MANAGEMENT

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is true for supply chain management?
 - (a) The physical material moves in the direction of the end of chain
 - (b) Flow of cash backwards through the chain
 - (c) Exchange of information moves in both the direction
 - (d) All of the above

2. _____ analysis relates to what processes, activities, and decisions actually create costs in your supply chain.

- (a) Cost driver
 - (b) Value proposition
 - (c) Cost reduction
 - (d) Target costing

3. The measure of forecast error which calculates the average of absolute forecast errors as a percentage of the actual demand is known as:

- (a) Mean-square error
 - (b) Mean error
 - (c) Mean absolute deviation
 - (d) Mean absolute percentage error

4. Which one of the following does not fall under qualitative forecasting method?

- (a) Moving average methods
 - (b) Life cycle analogy
 - (c) Judgmental methods
 - (d) Delphi method

5. VMI stands for

- (a) Vendor Material Inventory
 - (b) Vendor Managed Inventory
 - (c) Variable Material Inventory
 - (d) Valuable Material Inventory

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6. Logistic network through which unwanted or excess products by resellers or consumers is classified as;
- (a) Inbound distribution
 - (b) Outbound distribution
 - (c) Forward distribution
 - (d) Reverse distribution
7. What does the following definition refer to: an organisation which uses communications technology to allow it to operate without clearly define physical boundaries between different functions?
- (a) E-organisation
 - (b) Cloud organisation
 - (c) Virtual organisation
 - (d) Base-free organization
8. The typical benefits of e-supply chain management gained by a B2B company are quite comprehensive. Which of the following is false though?
- (a) Reduced complexity of the supply chain
 - (b) Increased costs through outsourcing
 - (c) Increased efficiency of individual processes
 - (d) Improved data integration between elements of the supply chain

9. 3-PL stands for
- (a) Three points logistics
 - (b) Third party logistics
 - (c) Three points location
 - (d) All the above
10. Which process is not involved in SCOR model?
- (a) Plan
 - (b) Source
 - (c) Analyze
 - (d) Deliver

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Detail the obstacles in Supply Chain.
- Or
- (b) Highlight the Importance of Supply Chain Management.
12. (a) How is Strategic Fit achieved?
- Or
- (b) Why is Demand Forecasting important for effective Supply Chain Management?



13. (a) Explain the Role of Cycle Inventory in Supply Chain.

Or

- (b) Detail the Trade-Offs in Transportation Design.

14. (a) Detail the value of Information Technology in Supply Chain Management.

Or

- (b) Explain the Types of E-business.

15. (a) Detail the Pull System in Supply Chain.

Or

- (b) Explain the types of conflict in supply chain channel and also specify the causes of conflict.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the Societal Roles of Supply Chain Management.

Or

- (b) Explain the Core Functions of Supply Chain Management.

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17. (a) Detail the Steps in Demand Forecasting.

Or

- (b) Explain the Demand and Supply Management Strategies.

18. (a) Discuss the Modes of Transportation with its relevant Merits and Demerits.

Or

- (b) What is Inventory? What are the motives of holding Inventory and also explain the various Stock Levels.

19. (a) Detail the Information Technology tools and applications in Supply Chain Management.

Or

- (b) Discuss the impact of E-business in various Industries.

20. (a) Explain the SCOR Model.

Or

- (b) What is the bullwhip effect in supply chain management?

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