1884

MBA 4th Semester Examination

Supply Chain Management (NS)

MBA-403

Time : 3 Hours   Max. Marks : 60

candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION - A

Short Note Type Questions (Compulsory)

1. SCM.

2. Outbound Logistics.

3. 4PL.

4. VED.

5. Bullwhip effect.

6. Warehouse.

    Demand chain.

8. Benchmarking.

9. Lead Time.

10. Logistics.   (2×10=20)

SECTION - B

Short Answer Type Questions (Attempt Any Four)

11. Discuss the role of Logistics in supply chain management.

12. What are the barriers in supply chain management?

[P.T.O.]

13. Consider the supply chain involved when a customer orders a book from Amazon. Identify the push/pull boundary and two processes each in the push and pull phases.

14. How can a supplier with a lower price end up costing the buyer more than a supplier with a higher price?

15. Most firms offer their sales force monetary incentives based on exceeding a specified target. What are some pros and cons of this approach? How would you modify these contracts rectify some of the problems?

16. Explain JIT & Kanban System of Inventory Management.

(4×5=20)

SECTION - C

Essay Note Type Questions (Attempt any Two)

17. Enumerate the Supply Chain Risks to be considered during Network Design. As a manager discuss the Risk Mitigation Strategies, you will use during network design.

18. What are some problems that can arise when each stage of a supply chain focuses solely on its own profits when making decisions? Identify some actions that can help a retailer and a manufacturer work together to expand the scope of strategic fit.

19. As demand at the supermarket chain grows, how would you expect the cycle inventory measured in days of inventory to change? Explain. Discuss why supply chain profits may be hurt by a retailer making lot sizing decisions with the sole objective of minimizing its own costs. What advantage would result if the entire supply chain could coordinate this decision?

20. What are some advantages of the software as a service (SaaS) model? Why has it been successful in the CRM space? Why is the supply chain management software dominated by the ERP players like SAP and Oracle?   (2×10=20)