

S.No. : 215

BBA 3204

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 37110

Roll
No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

BBA & IMBA Examination, 2021-2022

(Even Semester)

SUPPLY CHAIN MANAGEMENT

Time : Three Hours]

[Maximum Marks : 60

Note :- All sections are compulsory. Attempt all questions.

SECTION - A

1. Attempt all parts of the following : $8 \times 1 = 8$

(a) Outline in brief the objectives of supply chain management.

(b) State the definition of supply chain management.

(c) Distinguish between the push and pull view of supply chain management.

(d) How do you control material flow in supply

[P. T. O.]

chain management.

- (e) Mention any four reasons to bring out the importance of procurement management.
- (f) Define inventory management.
- (g) Define two points about the future of SCM.
- (h) What do you mean by outsourcing.

SECTION – B

2. Attempt all parts of the following : 2×6=12

- (a) Define the term CRM? What do you mean by network design in supply chain management?
- (b) What do you mean by bullwhip effect in SCM? What are the consequences of bullwhip effect?
- (c) 'In the era of outsourcing third party logistics can add value to existing supply chains.' Explain this statement with examples.
- (d) Discuss in detail about the different decision phases in supply chain management.

SECTION – C

Note:- Attempt all questions. Attempt two parts from each questions. $5 \times 8 = 40$

3. (a) Examine the significance of coordination in supply chain? What are the obstacles to coordination? How would you overcome these obstacles?
- (b) Explain in detail the concept and definition of supply chain management? State key issues of supply chain management.
- (c) Outline in detail about the supply chain management framework.
4. (a) Identify the appropriate push and pull strategies for brick and mortar players setting up an online delivery channel.
- (b) What problems result if each stage of a supply chain views its demand as the orders placed by the downstream stage? How should firms within a supply chain communicate to facilitate coordination?

[P. T. O.]

- (c) Define value added services in supply chain management? State the role and importance of it in SCM.
5. (a) In what way can improper incentives lead to a lack of coordination in a supply chain? What counter measures can be used to offset this effect.
- (b) How could a grocery retailer use inventory to increase the responsiveness of the company's supply chain?
- (c) What factors lead to a batching of orders within a supply chain? How does this affect coordination? What actions can minimize large batches and improve coordination.
6. (a) Discuss why the high-tech industry has been the leader in adopting supply chain IT system.
- (b) Identify a few examples of when the availability of real time information has been used to improve supply chain performance.
- (c) Differentiate the eSRM, eLRM and eSCM with its advantages and disadvantages using the real world examples.