

Total No. of Questions : 4]

SEAT No. :

P1933

[Total No. of Pages : 2

[6035]-307

S.Y. B.B.A. (I.B.)

A 306 : SUPPLY CHAIN MANAGEMENT-I

(2019 CBCS Pattern) (Semester-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to right indicate full marks.*

Q1) A) Fill in the blanks.

[5×1=5]

- a) All are the primary activity of value chain except_____.
 - i) Outbound logistics
 - ii) After Sales Service
 - iii) Marketing and sales
 - iv) Procurement
- b) The location where the inventory is received, stored and shipped out depending upon the demand is known as _____.
 - i) Store layout
 - iii) Space management
 - iii) Warehouse
 - iv) Lean management
- c) _____discovers patterns and relationships hidden in the data.
 - i) SCM software system
 - ii) Electronic data interchange
 - iii) Data mining
 - iv) Internet technologies
- d) _____is an integral part of supply chain management.
 - i) Relationship management
 - ii) Inventory management
 - iii) Human resource management
 - iv) None of these.
- e) According to _____, “customer relationship management is a business strategy designed to optimize profitability, revenue and customer satisfaction.’
 - i) PWC Consulting
 - ii) Gartner
 - iii) Parvatiyar and Sheth
 - iv) Kimball

P.T.O.

B) Match the following pairs.

[5×1=5]

Column A

Column B

- | | |
|----------------------------|---|
| a) Kaizen | i) Flow of goods and services |
| b) Supply chain Management | ii) Technique for eliminating manufacturing waste |
| c) Just-In-Time | iii) continuous improvement |
| d) Store layout | iv) buy current brand repeatedly |
| e) Customer loyalty | v) physical arrangement of storage |

Q2) Long Answer questions (Solve any 1 out of 2)

[10]

- Define supply chain management. Explain function and types of supply chain management.
- Explain objectives, Importance and scope of material handling system. Write down the types of material handling equipment.

Q3) Long Answer questions (Solve any 1 out of 2)

[10]

- What is Retail supply chain management? Write down the problems and prospectus of supply chain management in a retail industry.
- Explain in detail supply chain network design. Which are the factors influencing network design.

Q4) Write Short notes (Solve Any 4)

[4×5=20]

- Bullwhip effect and causes of Bullwhip effect
- Types of storekeeping
- Objectives of supply chain management
- Component of Logistics
- Customer Relationship management
- Marshaling

