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SEAT No. :

P2071

[Total No. of Pages :3

[5802] - 302

S.Y. B.B.A.

302 : SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (CBCS) (Semester - III)

Time :2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Objective type questions.

[20]

A) Multiple Choice Questions :

[5]

- i) The purpose of supply chain management is to _____.
 - a) Increase the production level
 - b) Manage & integrate supply & demand management
 - c) Enhance the quality of a product
 - d) Provide satisfaction to the customer
- ii) Supply chain management is the management of the _____.
 - a) Storage of raw materials
 - b) Flow of goods & services
 - c) Fulfillment of orders
 - d) Satisfaction of customer
- iii) _____ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end user, as well as the associated information flows.
 - a) Production line
 - b) Supply chain
 - c) Marketing channel
 - d) Ware house
- iv) Which of the following are not key attributes of supply chain Management.
 - a) Inventory control
 - b) Leveraging technology
 - c) Customer power
 - d) All of the above

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- v) The bullwhip effect _____.
- Is an ineffective way to motivate warehouse employees
 - Applies to rodeos & has nothing to do with supply chain management
 - Refers to the 'swaying' motion associated with triple trailers
 - Refers to variability in demand orders among supply chain participants.

B) Match the following : [5]

Group - A

Group - B

- | | |
|----------------------|--|
| i) Outbond logistics | a) Training |
| ii) Installation | b) Initial stage of supply chain |
| iii) Human Resource | c) Finished goods |
| iv) Planning | d) Service |
| v) Purpose of SCM | e) Manage & integrate supply & demand management |

C) Answer in one sentence. [5]

- What is Warehousing?
- Define logistics planning.
- Define Inventory.
- Define supply chain management.
- Define supply chain Network Design

D) Fill in the blanks. [5]

- _____, production control and physical distribution are the three major operations of logistics.
- _____ refers to supply chain management practices that strive to reduce energy and environmental foot prints in terms of frieght distribution.
- Break - Bulk warehouse performs _____ functions.
- The concept of SCM originated in _____ discipline.
- Positive long - term relationships between supply chain participants refers to _____.

Q2) Long Answer type questions.

[30]

- a) Explain the objectives & importance of supply chain management.
- b) Explain the functions of ware housing.
- c) Explain the issues in workforce management.
- d) State the importance of Logistics management.
- e) Explain the objectives of Green supply chain management.

Q3) Write short note on: (Solve any 4 out of 6)

[20]

- a) Role of IT in supply chain management.
- b) Global supply chain management.
- c) Factors influencing channel design.
- d) Bull - whip effect.
- e) Types of Inventory.
- f) Types of warehouse.

