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SEAT No. :

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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) A) Objective type questions. [20]  
Multiple Choice Questions. [5]
- a) The purpose of Supply Chain Management is to \_\_\_\_\_
    - i) Increase the production level
    - ii) Manage and integrate supply and demand management
    - iii) Enhance the quality of a product
    - iv) Provide satisfaction to the customer
  - b) Supply chain management is the management of the \_\_\_\_\_
    - i) Storage raw material
    - ii) Flow of goods and services
    - iii) Fullfillment of order
    - iv) Satisfaction of customer
  - c) \_\_\_\_\_ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end uses, as well as the associated information flows.
    - i) Production line
    - ii) Supply chain
    - iii) Marketing channel
    - iv) Warehouse
  - d) Which of the following are not key attributes of supply chain Management ?
    - i) Inventory control
    - ii) Leveraging technology
    - iii) Customer power
    - iv) All of the above

R.T.O.

- e) The bull whip effect \_\_\_\_\_
- i) Is an ineffective way to motivate warehouse employees
  - ii) Applies to rodeos and has nothing to do with supply chain management
  - iii) Refers to the 'swaying' motion associated with triple trailers
  - iv) Refers to variability in demand orders among supply chain participants.

B) Match the Pairs. [5]

Group A

Group B

- |  |  |
|--|--|
| a) User based definition of quality          | i) Competitive factor                      |
| b) Logistics function                        | ii) Inventory, transportation and facility |
| c) Factor affecting network design decisions | iii) Distribution of finished products.    |
| d) Total logistics costs                     | iv) Defined by the consumer                |
| e) Outbond logistics                         | v) Place utility                           |

C) Answer in one sentence. [5]

- a) Define supply chain management
- b) What do you mean by Logistics
- c) Define supply chain Network design.
- d) State any two functions of logistics management.
- e) What do you mean by Barcoding ?

D) Fill in the blanks.

[5]

- a) \_\_\_\_\_, production control and physical distribution are the three major operations of logistics
- b) \_\_\_\_\_ refers to supply chain management practices that strive to reduce energy and environmental footprints in terms of freight distribution
- c) Break - Bulk warehouse performs \_\_\_\_\_ function
- d) The term \_\_\_\_\_ refers to any idle resources that can be put to some future use.
- e) \_\_\_\_\_ are meant to store products for moderate to long period of time

Q2) Long Answer questions (any 3)

[30]

- a) Discuss the functions of Supply Chain Management.
- b) Explain the objectives of Green Supply Chain Management .
- c) Explain the strategies of warehousing and store keeping.
- d) State the importance of logistics Management
- e) Explain the role of Human Resource in supply chain Management.

Q3) Write short notes on ( solve any 4 out of 6)

[20]

- a) Role of IT in supply chain management
- b) Role of Inventory Management in customer service
- c) Bull - Whip Effect
- d) Global supply chain Management
- e) Factors influencing channel design
- f) Importance of distributors in supply chain management.



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