

Total No. of Questions :5]

P1480

[5365]-4016

M.B.A.

**403 SCM : STRATEGIC SUPPLY CHAIN MANAGEMENT
(2016 Pattern) (CBCS) (Semester-IV)**

Time : 2¼ Hours]

Instructions to the candidates:

[Max. Marks : 50

- 1) All questions are compulsory.
- 2) Each question carries 10 marks.
- 3) Each question has an internal option.

Q1) a) What is the concept of SCM? Explain the strategic objection of SCM. [10]

OR

b) Briefly describe the concept of customer relationship management from the perspective of supply chain. [10]

Q2) a) Explain impact of 'customer needs' and 'impact of uncertainty'. [10]

OR

b) What is the concept of strategic fit? Explain the steps in achieving strategic fit. [10]

Q3) a) Explain Managing supply chain for strategic fit based on the impact of customer needs and impact of uncertainty. [10]

OR

b) Explain the impact of multiple product and customer segments for managing supply chain. [10]

Q4) a) Discuss the strategic partnerships and alliances. [10]

OR

b) Define outsourcing? Explain advantages and disadvantages of it with respect to SCM. [10]

R.T.O.

- Q5) a)** Elaborate the idea of supply chain faced challenges and to overcome adoption strategies for the future. **[10]**

OR

- b)** Write short notes on (any two) : **[10]**
- a) Ethical Supply Chain
 - b) Organizational Supply Chain challenges
 - c) Intelligent system
 - d) Globalization

