



Total No. of Questions : 5]

P2206

[5465]-3018

M.B.A.

Dec - 18
SEAT No. :

[Total No. of Pages : 2

**305 (SCM) : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT
(2016 Pattern) (Semester-III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Figures to the right indicate marks for that question/sub question.
- 5) Draw neat diagrams and illustrations supportive to your answer.
- 6) Your answer should be specific and to the point.

Q1) a) What is supply chain revolution? Discuss the factors responsible for the revolution and explain the challenges to supply chain management of 21st century. [10]

OR

b) Explain Physical distribution and Logistics to SCM, Physical Goods and Services Perspectives. [10]

Q2) a) i) Write short note on Pull based & Push based Supply Chains. [5]
ii) Write Short note on Commodity & cost centric Supply Chains. [5]

OR

b) Explain the structure of a supply chain. Describe as a shift from enterprise to network. [10]

Q3) a) Explain the concept of total supply chain. Describe the driving forces of supply chain. [10]

OR

b) What is the role of ecommerce in providing service. Discuss with suitable example. [10]

P.T.O.

Q4) a) Discuss some of the inventory management practices organization adopt for efficient supply chain with suitable examples. **[10]**

OR

b) i) Write Short Note on Resources and capacity management. **[5]**

ii) Write Short Note on Distribution Management. **[5]**

Q5) a) Explain the customer focused marketing and supply chain service outputs. Discuss in details. **[10]**

OR

b) Explain the keys to operational performance. Discuss importance of customer value. **[10]**



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SEAT No. : []

[Total No. of Pages : 2

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M.B.A. (Supply Chain Management)

May 18

SCM - 305 : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT
(2016 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

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- 6) Your answer should be specific and to the point.

Q1) a) Define Supply Chains. Explain Physical Distribution of Supply Chain with example. **[10]**

OR

b) What is Supply Chain Management? Describe the concept 21st Century Supply Chains. **[10]**

Q2) a) Explain the structure of a supply chain. Described as a shift from enterprise to network. **[10]**

OR

- b)** i) Commodity cost and centric Supply Chain. **[5]**
ii) Tradeoff between Push and Pull. **[5]**

Q3) a) Explain the elements of customer service. Discuss Globalization and information technology in and supply chain management. **[10]**

OR

P.T.O.

- b) Explain the total Supply Chain Management. Discuss Demand for flexibility of partnerships. [10]

Q4) a) Define Inventory Management? Explain concept and types of inventory management in detail with suitable example. [10]

OR

- b) Explain in detail about the customer focused and demand resources. Discuss with example. [10]

Q5) a) Explain the role of Customer Relationship Management for supply chain management. Discuss Considerations for Supply Chain Customer Satisfaction. [10]

OR

- b) i) Explain Value added Service. [5]
ii) Explain Customer value requirement mapping. [5]

Total No. of Questions : 5]

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M.B.A. (Supply Chain Management)

Dec 17

SCM - 305 : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

(2016 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

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Dec 17

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