



Code: 14E00311

MBA III Semester Regular & Supplementary Examinations November/December 2017

SUPPLY CHAIN MANAGEMENT

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Describe various enablers of supply chain performance.
OR
- 2 Elaborate on the differences between distribution logistics and supply chain management.
- 3 How does a firm take a make Vs buy decision? Explain with examples.
OR
- 4 Discuss the process of formulating a sourcing strategy by a firm.
- 5 Explain the factors involved in supply chain network design.
OR
- 6 Describe the various distribution strategies used in supply networks.
- 7 What are the kinds of inventory that are to be studied supply chain? Give examples for each type of inventory.
OR
- 8 Explain strategies that are followed to manage inventory for short life cycle products.
- 9 Discuss the types of supply chain integration used to improve performance.
OR
- 10 What is the bull whip effect? Why does it happen? What are the measures used to mitigate it?

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

You have been asked to design the supply network for the supply of milk to your town. Explain the choice of distribution strategy, the choice of nodes and linkages between the nodes in the design.
