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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(DESIGN MANAGEMENT)****(SECOND YEAR)****240: SUPPLY CHAIN MANAGEMENT**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. What do you mean by supply chain management?
2. State the advantages of good supplier relationship.
3. What is strategic sourcing?
4. State the need for demand forecasting.
5. What is Just-in-time?
6. State the need for CRM.
7. State the significance of locational decision.
8. What is performance measurement?

SECTION- B**(3×10=30)****Answer any THREE questions**

9. What are the factors to be considered while creating a supplier base?
10. Explain the role of TQM in supply chain management.
11. What are the factors to be considered while deciding locations in supply chain management?
12. Explain process integration.

SECTION- C**(1×15=15)****Answer any ONE question**

13. Critically evaluate ERP systems.
14. Differentiate domestic and international transportation.
15. Explain the trends in supply chain management.

SECTION- D**(1×15=15)****(Compulsory)**

16. Explain various demand forecasting techniques that test suit supply chain decisions.
