

Code No. 5069

FACULTY OF MANAGEMENT
M.B.A. IV - Semester Examination, May 2014

Subject: Supply Chain Management
Course No. 4.2

Time : 3 Hours

Max. Marks: 80

Part – A (10 x 2 = 20 Marks)

1 Write short notes on the following:

- (a) Global SCM
- (b) Reverse supply chain
- (c) Reverse logistics
- (d) Physical distribution
- (e) EOQ
- (f) Vehicle scheduling
- (g) Milk Run
- (h) Learn manufacturing
- (i) Bench marking
- (j) Bar Coding

Part – B (5 x 12 = 60 Marks)

Answer **all** the questions.

- 2 (a) Explain the concept of value chain and value delivery system for SCM.
OR
(b) Explain the functions of SCM.
- 3 (a) Explain the factors influencing the decision making process of outsourcers.
OR
(b) What is warehouse automation? Explain types of warehouses.
- 4 (a) Explain the factors influencing the selection of transporter.
OR
(b) Explain the role of handling systems in effective warehouse management.
- 5 (a) Explain the methods and process of Bench marking.
OR
(b) Explain the various strategic issues involved in SCM.
- 6 (a) Explain the role and importance of distributors in SCM.
OR
(b) Explain the need and importance of relationship management in SCM.
