

**FACULTY OF MANAGEMENT****M.B.A. IV-Semester Examination, April 2015****Subject: Supply Chain Management****Course No: 4.2****Time : 3 Hours****Max. Marks: 80****Part – A (10x2=20 Marks)**

1 Write short notes on the following.

- (a) Objectives of SCM
- (b) Bullwhip effect
- (c) Reverse logistics
- (d) e-procurement
- (e) Milk run and cross docking
- (f) Value added warehousing
- (g) PPP environment
- (h) Agile manufacturing
- (i) Workforce management in SCM
- (j) Bar coding

**Part – B (5x12=60 Marks)**

Answer all the questions.

2 (a) Discuss the supply chain strategy for a manufacturing organization.

**OR**

(b) Explain the role of modeling and optimization in supply chain.

3 (a) Explain the importance of logistics in maximizing profitability and cash flow.

**OR**

(b) Discuss the role of inventory management in effective supply chain management.

4 (a) What are the factors influencing the performance of Transportation system?

**OR**

(b) Discuss in detail about types of warehouses and warehousing operations.

5 (a) What is Benchmarking? List various types of Benchmarking. What are the issues and problems in Benchmarking?

**OR**

(b) What is Lean manufacturing? How to integrate lean manufacturing and SCM?

6 (a) What is channel management? What are the factors influencing channel Design?

**OR**

(b) What is customer focus in supply chain? Discuss with a focus on complaint handling.

\*\*\*\*\*