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Total No. of Pages : 02

Total No. of Questions : 09

MBA (Executive) (Sem.–3 & 4)

SUPPLY CHAIN MANAGEMENT

Subject Code : MBX-901

Paper ID : [74412]

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains TEN questions carrying TWO marks each and students has to attempt any EIGHT questions.
2. SECTIONS-B consists of SEVEN questions each carrying SEVEN marks each and student has to attempt any FIVE questions.
3. SECTION-C is consisting of ONE Case Study carrying NINE marks.

SECTION-A

Q1) Answer briefly :

a. Discuss the evolution of SCM over the last decades in India.

b. Explain the various factors influencing supply chain network design decisions.

c. What is the role of demand forecasting in supply chain management?

d. Discuss the various factors influencing distribution network design.

e. Explain how are maintenance and operating supplies managed optimally?

f. Explain what is meant by tailored transportation?

g. What is meant by risk management in sourcing?

h. Explain what is meant by centralization of inventories.

i. Discuss the various material storage systems available in a distribution network.

j. Explain what is meant by responsiveness of a supply chain?

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SECTION-B

Q2) Discuss the various strategies of supply chain available to gain strategic advantage.

Q3) Explain the various models for facility location decisions.

Q4) Discuss how are supply and demand managed in SCM.

Q5) Explain how are economies of scale managed in SCM.

Q6) List and discuss the various modes of transportation available and their performance measures.

Q7) Write a detailed note on the various sourcing decisions in SCM.

Q8) Discuss the various global logistical challenges being faced by businesses in India

SECTION-C

Q9) Supply Chain Data Management & Integration - A Case Study :

At the core of all supply chain challenges, from globalization to compliance, is the need for better data management and integration. Faced by global operations, market expansions, and stricter quality and regulatory standards, enterprises are getting overwhelmed by massive amounts of information coming from different suppliers and customers in varying geographic locations that they need to properly manage. This includes data from every stage of the supply chain such as pricing of direct and indirect materials, labour agreements, rental contracts, tax documents, freight bills, and compliance certificates, among many others. Data management and integration is key to solving these challenges by connecting the manufacturer's supply chain management systems with those of their suppliers and partners. Data management and integration give manufacturers much-needed visibility and control over all of their supply chain processes such as procurement, manufacturing, storage, and logistics. Raw information coming from suppliers, partners, and even customers are also often composed of both structured and unstructured data which makes it even more difficult for enterprises to consume, analyze, and generate insights from these disjointed pieces of information. Proper data management and integration transform this raw information into compatible formats required by different supply chain management systems to ensure their seamless flow.

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Data management and integration address supply chain management challenges at the most basic level of the value chain and in every activity. Furthermore, providing visibility not only to manufacturers, but also to suppliers and partners can potentially improve trust and long- term relationships.

Question :

a. How have the supply chain data characteristics changed because of the market expansions, and stricter quality & regulatory standards?

b. How can supply chain data management and integration provide visibility to the manufacturers?

c. How can supply chain data management and integration benefit vendors and customers?

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