



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBB2617: Supply Chain Management

COURSE OUTCOMES

- CO1:** Explain the fundamental concepts in supply chain management and its applications in business organisations.
- CO2:** Propose suitable tools and techniques of supply chain management for taking effective supply chain decisions.
- CO3:** Display analytical thinking skills in the application of suitable supply chain tools and techniques for improving supply chain efficiency

Time: Two Hours

Maximum Marks: 50

PART A (1 x 10 = 10 Marks)

1. Define Supply Chain Management (SCM) and elaborate on its objectives and importance. Discuss the decision phase and explain how achieving strategic fit is crucial in SCM. Also, analyze the concept of the Bull-whip effect in supply chains. CO1 [K₁]

PART B (5 x 2 = 10 Marks)

2. Briefly describe the framework for structuring drivers in Supply Chain Management. CO2 [K₃]
3. Explain the trade-offs between customer service and costs in supply chains. CO1 [K₂]
4. Define the concept of the Bull-whip effect and discuss its implications on supply chain performance. CO2 [K₁]
5. Compare and contrast the order delivery lead time and inventory costs in supply chains. CO3 [K₂]
6. Recall strategies for improving working capital productivity in Supply Chain Management. CO2 [K₁]

PART C (3 x 10 = 30 Marks) Answer any 3 Questions

7. Evaluate the role of IT in supply chain management. Discuss the IT framework and its applications, including CRM, SRM, and the future of IT in supply chains. CO2 [K₅]
8. Analyze the sourcing decisions in supply chain management. Discuss the role of sourcing, the procurement process, and factors influencing decisions such as in-house or outsource, vendor development, and global sourcing. CO3 [K₄]
9. Examine the management of material flow in supply chain management. Discuss inventory management, types and costs of inventory, transportation modes, and performance measures. Also, elaborate on distribution models and warehouse functions. CO1 [K₄]
10. Critically analyze the role of logistics in supply chain management. Discuss inward and outward logistics, integrated logistics management, transportation design decisions, INCO Terms, and the role of third-party logistics services. CO2 [K₄]
11. Explain the role of information flow in supply chain management. Discuss the applications of IT, including IoT, Drones, RFID, and Blockchain, for improving supply chain efficiency. Also, examine the impact of e-commerce on supply chain processes. CO2 [K₅]
