



	A	B	C	D
a)	i	ii	iii	iv
b)	ii	iii	i	iv
c)	iv	iii	i	ii
d)	iii	iv	i	ii

5. Assertion (A): Product availability reflects a firm's ability to fulfill customer order from existing inventory thus leading to customer satisfaction [K<sub>4</sub>]

Reason (R): In cases of stock out, a customer arrives for a product but is deprived leading to dissatisfaction

- |   |   |
|---|---|
| a) both A and R are individually true and R is the correct explanation of A | b) both A and R are individually true but R is not the correct explanation of A |
| c) A is true but R is false   | d) A is false but R is true   |

6. Marginal unit quantity discount models are also called as [K<sub>2</sub>]

- |                         |                        |
|-------------------------|------------------------|
| a) Single block tariffs | b) Multi block tariffs |
| c) Leveled tariffs      | d) Non blocked tariffs |

7. Inventory holding cost is the sum of the following major components [K<sub>1</sub>]

1. Cost of capital
2. Obsolence cost
3. Handling cost
4. Occupancy cost

Which of the following statements are correct

- |            |        |
|------------|--------|
| a) 1       | b) 2,3 |
| c) 1,2,3,4 | d) 1,4 |

8. Transporting crude petroleum is a fit example of \_\_\_\_\_ transportation. [K<sub>1</sub>]

- |         |             |
|---------|-------------|
| a) road | b) waterway |
| c) rail | d) pipeline |

9. Improper forecasting can be categorized as \_\_\_\_\_ obstacle [K<sub>2</sub>]

- |                           |                |
|---------------------------|----------------|
| a) Information processing | b) Incentive   |
| c) Behavioral             | d) Operational |

10. Consider the following steps in designing a relationship with cooperation and trust [K<sub>2</sub>]

1. Assessing the value of relationship

2. Identifying operational roles and decision rights for each party
3. Creating effective contracts
4. Designing effective conflict resolution mechanisms

The correct sequence of design is

- |            |            |
|------------|------------|
| a) 4-3-2-1 | b) 1-2-3-4 |
| c) 2-1-3-4 | d) 3-1-2-4 |

**PART B (10 x 2 = 20 Marks)**

- |  |                   |
|--|-------------------|
| 11. Differentiate logistics and supply chain management.   | [K <sub>4</sub> ] |
| 12. Discriminate core skills from supplied skills.         | [K <sub>2</sub> ] |
| 13. Infer the standings of <i>also ran</i> organizations.  | [K <sub>4</sub> ] |
| 14. Pick the advantages of CPC.                            | [K <sub>2</sub> ] |
| 15. Interpret EOQ in mathematical terms.                   | [K <sub>3</sub> ] |
| 16. Distinguish safety inventory and seasonal inventory.   | [K <sub>4</sub> ] |
| 17. Recall the implication of milk run?                    | [K <sub>1</sub> ] |
| 18. Recognize the importance of intermodal transportation. | [K <sub>1</sub> ] |
| 19. Define bull whip effect.                               | [K <sub>1</sub> ] |
| 20. Cite examples of successful e-business firms.          | [K <sub>2</sub> ] |

**PART C (10 x 5 = 50 Marks)**

- |   |                   |
|---|-------------------|
| 21. Record the various approaches towards supply chain management.                | [K <sub>1</sub> ] |
| 22. Recall characteristics of a modular company.                                  | [K <sub>1</sub> ] |
| 23. Review the various stages in manufacturing strategy of a common supply chain. | [K <sub>2</sub> ] |
| 24. Illustrate the PLC grid highlighting suitable examples under each quadrant.   | [K <sub>3</sub> ] |
| 25. Recognize the importance of economies of scale to exploit quantity discounts. | [K <sub>1</sub> ] |
| 26. Express the major managerial levers to improve supply chain profitability.    | [K <sub>2</sub> ] |
| 27. Report the various factors affecting product availability.                    | [K <sub>2</sub> ] |
| 28. Relate the role of economies of scale to exploit quantity discounts.          | [K <sub>3</sub> ] |
| 29. Interpret the various modes of transportation involved in supply chains.      | [K <sub>3</sub> ] |
| 30. Locate the broad factors affecting transportation decisions.                  | [K <sub>2</sub> ] |

**PART D (2 x 10 = 20 Marks)**

31. Discuss the various factors affecting supply process of a manufacturing concern. [K<sub>2</sub>]
32. Categorize the various impacts of e business in supply chain performance. [K<sub>4</sub>]

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