KUMARAGURU college of technology
character is life

Register Number: ……

MBA DEGREE EXAMINATIONS: APRIL/MAY 2024

(Regulation 2022)

Second Semester

MBA – PROJECT MANAGEMENT

P22MPB2413: Procurement and Supply Chain Management

COURSE OUTCOMES

CO1: Explain the fundamental concepts in supply chain management and its applications in business organizations.

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: Three Hours **Maximum Marks: 100**

PART A (1Q x 20 Marks = 20 Marks) Case Analysis

1		Elaborate on the Vendor rating process employed by organizations highlighting its significance in effective sourcing decisions	CO3	[K_6]

PART B (5Q x 4 Marks = 20 Marks) Answer Any 5 Questions Only

2		Discuss the "Bull- Whip Effect" in the supply chain and how it impacts inventory management.	CO1	[K_6]
3		Explain the functions of warehouses in the context of material flow management. Explain the role of warehouses in facilitating efficient inventory management and supporting various distribution models.	CO2	[K_2]
4		Evaluate the tradeoff between customer service and cost in supply chain management.	CO3	[K_5]
5		Outline the potential applications of RFID and Blockchain in supply chain management.	CO2	[K_2]
6		Summarize on the role of third-party logistics providers and discuss how they may be beneficial to the organization when compared to other options.	CO3	[K_2]
7		Explain the Kraljic's supply matrix and its uses.	CO1	[K_2]

Part – C (3Q x 20 Mark = 60 marks)

8	a)	Examine the different drivers of supply chain performance and also explain the framework to structure them.	CO2	[K_4]

(or)

8	b)	How can efficient supply chain management contribute to improving the company's overall performance?	CO1	[K_1]
9	a)	Explain the role of cycle stock/inventory in inventory management. Elaborate on how cycle stock/inventory is managed in various organizations.	CO3	[K_2]

(or)

9	b)	"Supply chain performance should be measured from time to time using models such as the SCOR Model". Explain	CO2	[K_2]
10	a)	Illustrate how Information Technology has played a role in optimizing supply chain management.	CO1	[K_2]

(or)

10	b)	Compare and contrast the various distribution (transportation) design models and give examples of situations where the above-mentioned models might be used.	CO3	[K_4]

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