



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2020)

III Semester

MBA-INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

P20IES3109: 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: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

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| 1. Define Supply Chain Management and its primary objectives in enhancing business operations. | CO1 | [K ₁] |
| 2. Explain the bullwhip effect and its implications on supply chain dynamics. | CO1 | [K ₂] |
| 3. How can achieving strategic fit between a company's competitive strategy and its supply chain strategy contribute to sustained competitive advantage? | CO1 | [K ₁] |
| 4. List the importance of vendor development and localization in sourcing decisions. | CO2 | [K ₁] |
| 5. How does Kraljic's supply matrix aid in strategic sourcing decisions? | CO2 | [K ₁] |
| 6. What are various modes of transportation? | CO2 | [K ₁] |
| 7. Compare and contrast the advantages of in-house versus outsourced procurement processes. | CO2 | [K ₃] |
| 8. Explain the different types and costs associated with inventory management in a supply chain. | CO3 | [K ₃] |
| 9. Explain the key functions of warehouses in managing material flow within a supply chain. | CO3 | [K ₃] |
| 10. How does Information Technology (IT) enhance information flow within a supply chain? | CO3 | [K ₁] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

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| 11. Discuss how the length of a supply chain impacts its overall efficiency and costs. | CO1 | [K ₆] |
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| 12. | Discuss the considerations involved in making global sourcing decisions. | CO1 | [K ₆] |
| 13. | Discuss the different distribution models employed in supply chain management and their advantages | CO2 | [K ₆] |
| 14. | Discuss the significance of e-commerce in reshaping traditional supply chain practices and processes. | CO2 | [K ₆] |
| 15. | Explain the role of IT frameworks like CRM and SRM in optimizing e-commerce supply chains. | CO3 | [K ₅] |
| 16. | Discuss the future applications of IoT, drones, and blockchain in improving supply chain efficiency. | CO3 | [K ₆] |
