KUMARAGURU
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Register Number: …………………

MBA DEGREE EXAMINATIONS: NOV / DEC 2024

(Regulation 2021)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0125**:** 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**

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

1	Discuss the competitive and supply chain strategies organizations adopt to achieve strategic fit. Illustrate with examples.	CO1	[K_6]

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

2	Define supply chain management and explain its objectives.	CO1	[K_1]
3	Illustrate the impact of the bullwhip effect on supply chain efficiency.	CO2	[K_2]
4	Explain the role of performance measures in assessing supply chain drivers.	CO2	[K_2]
5	Analyze the importance of vendor rating in strategic sourcing decisions.	CO3	[K_4]
6	Discuss the role of warehouse functions in material flow management.	CO2	[K_2]
7	Outline the benefits of implementing blockchain in supply chain management.	CO3	[K_2]

Part – C (3Qx20 Marks = 60 marks)

8	a)	Evaluate how customer service and cost trade-offs impact supply chain performance.	CO2	[K_5]

(OR)

8	b)	Analyze the factors influencing the calculation of supply chain length	CO2	[K_4]

and its impact on cost efficiency.

9	a)	Compare and contrast in-house sourcing with outsourcing. Provide examples of scenarios where each is preferable.	CO3	[K$_5$]

(OR)

9	b)	Assess the application of Kraljic's supply matrix in strategic sourcing decisions.	CO3	[K$_5$]

10	a)	Explain the integration of IT frameworks like CRM and SRM in improving supply chain efficiency.	CO3	[K$_2$]

(OR)

10	b)	Propose how IoT, RFID, and blockchain can revolutionize supply chain processes.	CO3	[K$_6$]

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