



MBA DEGREE EXAMINATIONS: NOV/DEC 2024

(Regulation 2020)

Third 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 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

Answer all the Questions: -

PART A (10 x 2 = 20 Marks)

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|---|-----|-------------------|
| 1. Explain the bullwhip effect with a simple example. | CO1 | [K ₂] |
| 2. Name the decision phases in supply chain management. | CO1 | [K ₁] |
| 3. How is working capital productivity measured in a supply chain? | CO2 | [K ₁] |
| 4. Define order delivery lead time. | CO1 | [K ₁] |
| 5. Differentiate between in-house sourcing and outsourcing. | CO1 | [K ₂] |
| 6. What is the role of vendor rating in supply chain decisions? | CO3 | [K ₁] |
| 7. Name two performance measures used in transportation management. | CO1 | [K ₁] |
| 8. Classify the types of inventories in a supply chain. | CO2 | [K ₂] |
| 9. Show one application of blockchain in improving supply chain efficiency. | CO2 | [K ₂] |
| 10. What is an e-commerce supply chain? | CO1 | [K ₁] |

Answer any FIVE Questions: -

PART B (5 x 16 = 80 Marks)

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|---|-----|-------------------|
| 11. Analyze how achieving strategic fit influences supply chain efficiency. | CO3 | [K ₄] |
| 12. Identify the framework for structuring supply chain drivers. | CO1 | [K ₃] |
| 13. Improving Supply Chain Efficiency for a Retail Giant | CO2 | [K ₆] |

Costco, a multinational retail corporation, is facing challenges in its supply chain operations. The company operates across multiple countries and deals with a wide range of products, including perishables and non-perishables. Recently, it has observed:

1. Increased lead times for order delivery, causing dissatisfaction among customers.
2. High inventory holding costs due to inaccurate demand forecasting.
3. Inefficiencies in warehouse operations, leading to delays in order fulfilment.

To address these issues, the company is considering implementing advanced technologies such as IoT, RFID, and blockchain for better visibility and efficiency in its supply chain. They are also exploring strategies to optimize transportation and improve vendor relationships.

Questions:

1. Propose solutions using appropriate supply chain tools and technologies.
2. Discuss how the implementation of these solutions can enhance supply chain efficiency and customer satisfaction.
3. Discuss potential risks or challenges in implementing these solutions and how they can be mitigated.

14. Identify how customer service and cost trade-offs affect supply chain decisions? Provide examples. CO3 [K₃]
15. Elaborate on the concept of vendor development and its impact on localization strategies. CO2 [K₆]
16. Evaluate the role of distribution models in ensuring efficient material flow in a supply chain. CO3 [K₅]
