

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7117**

Roll No.

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**MBA**  
**(SEMESTER-III) THEORY EXAMINATION, 2012-13**  
**SUPPLY CHAIN MANAGEMENT**

*Time : 3 Hours ]*

*[ Total Marks : 100*

**Section – 1**

1. Attempt **all** the questions. This section consists of **ten** short answer type questions of **2** marks each. **2 × 10**
- (a) What is dead stock ?
  - (b) What is optimal order quantity ?
  - (c) Write a short note on Bullwhip effect.
  - (d) What is Stockpiling ?
  - (e) What is difference between 3PL and 4PL ?
  - (f) What is Reverse Logistics ?
  - (g) Differentiate the Pull strategy from Push strategy.
  - (h) What is Strategic Supply Chain Management ?
  - (i) What are MRP and DRP ?
  - (j) Write a short note on ABC analysis.

**Section – 2**

2. Answer any **3** questions from the following : **10 × 3**
- (a) What is inbound and outbound logistic ? And differentiate it.
  - (b) What is difference between supply chain management, logistic and physical distribution ?
  - (c) What is the role of safety inventory in the supply chain ?
  - (d) What do you mean by supply integration ? How do you relate IT with supply chain integration ?
  - (e) What is the meaning of ERD ? Explain the role in supply chain integration.

**Section – 3**

This section consists of **five** long answer type questions of **10** marks each and all to be answered : **10 × 5**

3. What do you mean by supply chain management ? What is its feature ?

**OR**

Elucidate the Indian supply chain scenario with suitable example.

4. Describe the concept of just in system and its relationship to SCM. Write a note on various models for the determination of EOQ.

**OR**

What are some of the reasons organizations' choose outsourcing as a method of supporting data processing activities ?

5. Vendor rating has become a very important tool of contemporary supply chain practices. Justify it.

**OR**

Outsourcing has become a buzzword for supply chain professionals and private thinkers. Comment and justify.

6. How information technology will help in the growth and long-term performance of the Indian Retail Industry ? Discuss in details the scope of IT in optimization of supply chain in retail industry.

**OR**

Discuss why the high-tech industry has been the leader in adopting supply chain IT systems.

7. What role does forecasting play in the following categories of supply chain ?

- (i) Make of stock
- (ii) Configure to order
- (iii) Made to order

**OR**

Describe the supply chain involved in making the bar of Lux soap that you have just picked up from your neighbourhood retail store.