

Roll No. ....

Exam Code : D-18

Subject Code—0262

**M.B.A. EXAMINATION**

(Batch 2018 Onwards)

(Third Semester)

SUPPLY CHAIN MANAGEMENT

POM-323

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

**1.** Define the following in brief :

- (i) Role of supply chain management in present scenario
- (ii) Supply chain and its interface with marketing management

- (iii) Commercial aspects in distribution management
- (iv) Need for demand forecasting
- (v) Define logistics management.
- (vi) Various Utilities created by logistics management
- (vii) Role of supply chain manager. 7×2=14

### Unit I

- 2. What are the various decisions the SCM managers are required to incorporate while formulating a strategy of supply chain relating to domestic automobiles ? 14
- 3. Elaborate the role of various participants in supply chain management. Explain the total cost concept of SCM in the light of linkages between various components of SCM. 14

### Unit II

- 4. What are the major transportation decisions with regard to SCM ? How does multi-model transportation facilitate supply chain effectiveness ? 14

- 5. How design and layout affect warehouse efficiency and productivity ? Write a detailed note on operational mechanism of the warehouse. 14

### Unit III

- 6. Highlight the scope of logistics in the present competitive market scenario. State the major decision areas of logistics. 14
- 7. How the customer service is one of the important element of logistics ? What considerations should be employed to identify the appropriate customer service ? 14

### Unit IV

- 8. Discuss various dimensions of logistics performance measurement. 14
- 9. Discuss major challenges supply chains are facing that can be aided by supply chain-performance drivers. In the light of this view highlight the benefits of using key enablers in supply chain improvement. 14