



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS / MMA / SEM-3 / MMARM-310 / 2010-11**

**2010-11**

**SUPPLY CHAIN MANAGEMENT**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :  $10 \times 1 = 10$

- i) Value chain consists of
  - a) valuable & important activities
  - b) wholesale & retail activities
  - c) primary & supporting activities
  - d) none of these.



- ii) Logistics is
- a) the management of the entire supply chain, from production to the delivery of product to the consumer
  - b) the management of the production aspects of the supply chain
  - c) the management of that part of the supply chain that deals with moving goods from the retailer to the consumer
  - d) the management of that part of the supply chain that deals with moving goods from the wholesaler to the retailer.
- iii) Which of the following statement is true ?
- a) Pull processes are initiated in anticipation of customer order
  - b) Push process are initiated by customer order
  - c) Pull processes are initiated by customer order
  - d) None of these.



- iv) In Vendor Managed Inventory
- a) the inventory is owned by the Retailer and the premises where the inventory is kept is owned by the Vendor
  - b) the inventory is owned by the Retailer and the premises where the inventory is kept is owned by the Retailer
  - c) the inventory is owned by the Vendor and the premises where the inventory is kept is owned by the Vendor
  - d) the inventory is owned by the Vendor and the premises where the inventory is kept is owned by the Retailer.
- v) The typical aim of the push approach to supply chain management is
- a) to reduce costs of distribution
  - b) to enhance product and service quality
  - c) to reduce costs of new product development
  - d) both (a) and (c).



- vi) Which of the following is not a barrier to supply-chain management ?
- a) Regulatory and political considerations
  - b) Reluctance to share, or use, relevant data
  - c) Incompatible corporate cultures
  - d) Cost of the product.
- vii) The downstream supply chain is
- a) exclusively inside an organization
  - b) involved with procurement of material from suppliers
  - c) the distribution of products or delivery of services to customers
  - d) none of these.
- viii) What is the most important objective of Inventory management ?
- a) Reduce the Inventory carrying cost
  - b) Increase the availability of input materials
  - c) Reduce the cost of purchase
  - d) Optimize the inventory carrying cost with adequate availability of input material.



- ix) An appropriate strategy to optimise the productivity of retail space and inventory is
- a) efficient replacement
  - b) efficient store assortments
  - c) integrate this activity is integrated into all supply chain planning
  - d) revision of organisation processes supported by information systems.
- x) Which of the following statement is true ?
- a) Transportation has impact only on the responsiveness of the supply chain
  - b) Transportation has impact only on the efficiency of the supply chain
  - c) Transportation has impact on the responsiveness and the efficiency of the supply chain
  - d) None of these.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. How do you define Vendor-Managed Inventory system ?



3. Define the concept of Supply Chain Network. How is it represented diagrammatically ? 2 + 3
4. State the various components of the Physical distribution system.
5. Write down the role of IT in supply chain.
6. State the benefits and risks of outsourcing.

### **GROUP – C**

#### **( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7.
  - a) Discuss the importance of supply chain management for a business enterprise.
  - b) Briefly explain the process view of a supply chain.
  - c) Distinguish between logistics management and supply chain management.  $4 + 8 + 3$
8.
  - a) Distinguish between sourcing and purchasing.
  - b) Discuss the sourcing decisions in supply chain management.
  - c) Discuss the supplier / vendor selection criteria. Give example.  $3 + 5 + 7$



9. a) State the purpose of forecasting.
- b) Discuss the different steps in the approach to demand forecasting.
- c) Explain any one method of demand forecasting.

3 + 6 + 6

10. a) Enumerate the key elements of Warehouse Management System.
- b) “Transportation Management System is a logistics tools used to improve management of firms transportation processes both inbound and outbound”. Comment.

8 + 7

11. Write short notes on any *three* :

3 × 5

- a) TQM
- b) E-procurement
- c) CPFR
- d) Third-party logistics
- e) Quantity Discount Model.

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