C 32784

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 3C 20—SUPPLY CHAIN MANAGEMENT

(2016 Admissions)

Time : One Hour and a Half   Maximum : 18 Weightage

Part A

Answer the following.
Each question carries 1 weightage.

1. Explain Bull Whip Effect.
2. What is Inventory Carrying Cost ?
3. What are the economic benefits of Warehousing ?
4. List a few principles of Material Handling.
5. What is Supply Chain Strategy ?

(5 × 1 = 5 weightage)

Part B

Answer any **two** *of the following.*
Each question carries 2 weightage.

6. Discuss the metrics of Supply Chain Performance.
7. Explain the role of IT in successful operation of a Supply Chain.
8. Explain the role of Collaboration and Cooperation in the Supply Chain.

(2 × 2 = 4 weightage)

Part C

Answer any **one** *of the following.*
Each question carries 3 weightage.

9. List and explain the issues of inventory management in a supply chain.
10. Explain the procedure of Transport and Carrier Selection. What are its major characteristics ?

(1 × 3 = 3 weightage)

Part D

Compulsory Question (6 weightage)
Case Study.

11. Your successful Indian company has aphenomenal reach in rural markets. Explain its supply chain management and outbound logistics operation in a detailed manner.

(1 × 6 = 6 weightage)