

D 33209

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (2016 SCHEME) EXAMINATION
JANUARY 2023**

(CUCSS)

MBA

BUS 3C 20—SUPPLY CHAIN MANAGEMENT

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

*Answer the following questions..
Each questions carries 1 weightage.*

1. What is Material Handling ?
2. What is Inventory Management ?
3. What is objective of a Supply Chain ?
4. What are the service benefits of Warehousing ?
5. What is the importance of Logistics in SCM ?

(5 × 1 = 5 weightage)

Part B

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

6. Describe Supply Chain Information System.
7. What is Bull Whip effect? State two causes of the effect.
8. What is Supply Chain Relationship ? Why is it important for the success of SCM?

(2 × 2 =4 weightage)

Turn over

Part C

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

9. Discuss any four selective inventory control techniques.
10. Explain different modes of transportation with its objectives, merits and limitations.

(1 × 3 = 3 weightage)

Part D

Compulsory question.

Case Study.

The question carries 6 weightage.

11. Take a hypothetical organization and show how it can gain advantage by adopting supply chain IT systems.

(1 × 6 = 6 weightage)