

D 90816

Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2015

BUS 3C 21 - SUPPLY CHAIN MANAGEMENT

(2013 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

*Answer all the questions.
Each question carries 1 weightage.*

1. Give the meaning of 'cycle view' in supply chain.
2. What is normative model?
3. What is material handling?
4. Explain the role that language plays in complicating logistical operation.
5. Give an account of the factors that determine supply chain success.
6. What is supply chain value strategy?

(6 × 1 = 6 weightage)

Part B

*Answer any three questions.
Each question carries 2 weightage.*

7. Explain physical distribution. Discuss its special relationship to marketing.
8. How does type of customer affect the organisation of logistics and measure of customer satisfaction?
9. What advantage does DRP have over a fair share method of inventory deployment?
10. Describe the emerging trends in packaging.
11. How does a national perspective of global logistics restrict logistical policy and decision-making?

(3 × 2 = 6 weightage)

Part C

*Answer any one question.
Each question carries 6 weightage.*

12. What are the major pitfalls in co-ordinating finished inventory requirement for serving global markets? How these pitfalls can be overcome?
13. Discuss the relative merits and demerits of various modes of transportation.

(1 × 6 = 6 weightage)

