

M.B.A. (CBCS Pattern) Semester-III
SP01 / PCB3EG1 - Supply Chain Management

P. Pages : 1

Time : Three Hours



GUG/W/24/10702

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | What is supply chain? Discuss Decision Phases in a Supply Chain. | 14 |
| 2. | Explain drivers of supply chain performance. | 14 |
| 3. | What is e-business? Discuss factors influencing distribution network design. | 14 |
| 4. | Discuss network design in an uncertain environment. | 14 |
| 5. | Discuss basic approach to demand forecasting. | 14 |
| 6. | Explain predictable variability in a supply chain. | 14 |
| 7. | Discuss economies of scale to exploit fixed cost and quantity discount. | 14 |
| 8. | What is risk management? Discuss risk management in transportation. | 14 |
| 9. | Discuss Customer Relationship Management in detail. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) Importance of Supply Chain Decision. | |
| | b) Role of Cycle Inventory | |
| | c) RFID | |
| | d) e-Business suites | |
