

Total No. of Questions: 3]

SEAT No. :

PB1409

[6225]-302

[Total No. of Pages :3

S.Y.B.B.A.

**302 : SUPPLY CHAIN MANAGEMENT
(2019 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions.

[5]

- a) The purpose of supply chain management is to _____.
 - i) Increase the production level
 - ii) Manage and integrate supply and demand management
 - iii) Enhance the quality of a product and services
 - iv) Provide satisfaction to the customer
- b) _____ mainly deals with all activities associated with the flow and transformation and information of goods from the stage of raw material to the end user i.e. consumption.
 - i) Production Line
 - ii) Supply Chain
 - iii) Inventory management
 - iv) Markerting Channel
- c) The concept of supply chain management originated in _____.
 - i) Production Management
 - ii) Logistics Management
 - iii) Marketing Management
 - iv) Operations Management
- d) Supply chain management is the management of the _____.
 - i) Storage Raw Materials
 - ii) Flow of goods and services
 - iii) Fulfillment of order
 - iv) Satisfaction of customer

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- e) The supply chain concept originated in what discipline?
- i) Marketing
 - ii) Operations
 - iii) Logistics
 - iv) Production

B) Match the following. [5]

Group A

Group B

- | | |
|--------------------------------------|--|
| a) Inventory Management | i) Technology is commonly used for tracking and tracing products |
| b) Goal of supply chain management | ii) Minimizing stockouts |
| c) Bullwhip effect | iii) Component of supply chain management |
| d) Radio Frequency Identification | iv) Inefficiencies in inventory management |
| e) Objective of inventory management | v) Minimizing costs throughout the supply chain |

C) Answer in one sentence [5]

- a) What is Supply Chain Management?
- b) What do you mean by Inventory?
- c) Define Manufacturing.
- d) What is Work-flow-automation?
- e) What is Logistics Planning?

D) Fill in the blanks: [5]

- a) _____ refers to the movement, storage, and control of goods and materials throughout the supply chain.
- b) The _____ effect describes the amplification of demand fluctuations along the supply chain.
- c) Green supply chain management focuses on integrating _____ considerations into all aspects of supply chain activities.
- d) _____ involves planning, implementing, and controlling the efficient flow and storage of goods, services, and information from point of origin to point of consumption.
- e) _____ management aims to minimize stockouts, reduce excess inventory, and optimize inventory turnover.

Q2) Long Answer type questions (Any three) [30]

- a) Explain the features of SCM
- b) Discuss the advantages & disadvantages of Strategic SCM
- c) Discuss the functions of logistics in detail
- d) Explain the objective of storekeeping
- e) Explain the Importance of channel of distribution

Q3) Write Short notes (Any four) [20]

- a) Different views of SCM
- b) Store layout
- c) Components of logistics management
- d) Advantages of Barcoding
- e) Process of channel design
- f) Material Handling

