

Total No. of Questions : 3]

SEAT No. :

PD-1389

[Total No. of Pages : 3

[6440]-502

S.Y. B.B.A

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

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Compulsory Question : (Objective Type Questions)

[20]

A) Multiple Choice Questions:

[10 × 1 = 10]

- i) What is the primary objective of supply chain management?
 - a) Maximizing shareholder wealth
 - b) Minimizing transportation costs
 - c) Enhancing customer satisfaction
 - d) Increasing inventory levels
- ii) What is the main goal of a global supply chain management strategy?
 - a) Reducing lead times
 - b) Minimizing carbon footprint
 - c) Maximizing domestic sales
 - d) Expanding market reach
- iii) Which concept emphasizes the idea of optimizing the entire chain of activities that firms perform to deliver a product or service to the market?
 - a) Supply Chain Management
 - b) Value Chain
 - c) Distribution Channel
 - d) Logistics
- iv) What is the primary purpose of manufacturing scheduling?
 - a) Maximizing raw material utilization
 - b) Minimizing labor costs
 - c) Optimizing production activities over time
 - d) Maximizing finished goods inventory

P.T.O.

- v) Which factors is NOT typically considered in material handling system design decisions?
- a) Cost-effectiveness
 - b) Safety
 - c) Environmental impact
 - d) Employee preferences
- vi) What is a key strategy in effective warehousing and storekeeping?
- a) Maximizing inventory turnover
 - b) Minimizing transportation costs
 - c) Increasing order processing time
 - d) Expanding warehouse footprint
- vii) Which technology is commonly used in SCM for tracking and managing inventory in real-time?
- a) Satellite imaging
 - b) RFID (Radio Frequency Identification)
 - c) Morse code
 - d) Carrier pigeons
- viii) Which term describes the integration of all aspects of logistics activities across multiple functions and organizations to maximize efficiency and effectiveness?
- a) Logistics synergy
 - b) Integrated logistics management
 - c) Supply chain synchronization
 - d) Multi-model transportation
- ix) Which technology is commonly used for tracking and tracing products in retail SCM?
- a) GPS tracking
 - b) Barcoding
 - c) Morse code
 - d) Semaphore signals
- x) What is the relationship management with suppliers, customers, and employees aimed at achieving in SCM?
- a) Decreasing collaboration
 - b) Increasing conflicts
 - c) Enhancing trust and cooperation
 - d) Reducing transparency

b) **Answer in one sentence:** [5 × 1 = 5]

- i) What is Customer Relationship Management?
- ii) What is Workflow automation?
- iii) State any two functions of storekeeping?
- iv) Define Value Chain
- v) What is Integrated Logistics Management?

c) **Match the pair** [5 × 1 = 5]

Group A

- i) Green SCM
- ii) Key function of Human Resource in SCM
- iii) Role of distributors in SCM
- iv) Primary goal of logistics management
- v) Objective of space management

Group B

- (a) Optimizing space utilization
- (b) Enhancing operational efficiency
- (c) Environmental sustainability
- (d) Effective workforce planning
- (e) To provide warehousing and transportation services

Q2) Long answer questions (Any three) [3 × 10 = 30]

- a) What is Supply Chain Management? Explain the objectives and functions of SCM.
- b) Discuss the important factors of efficient warehouse management.
- c) Explain the objectives and importance of the Material handling system.
- d) Explain the role of distributors in the Supply Chain in detail.
- e) What is Logistics management? Discuss the components of logistics management.

Q3) Write short notes on (any four) [4 × 5 = 20]

- a) Green Supply Chain Management.
- b) Role of Human resource in supply Chain.
- c) Bull-Whip Effect.
- d) Importance of Warehousing.
- e) Problems of Retail Supply Chain Management.
- f) Issues in Supplier Relationship Management.

