

CBCS SCHEME

18ME653

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Sixth Semester B.E. Degree Examination, June/July 2024

Supply Chain Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Define Supply Chain. Explain evolution of supply chain through the three major revolutions. (10 Marks)
- b. Explain how the various decision phases in supply chain management helps in increasing the surplus. (10 Marks)

OR

- 2 a. Explain the impact of different drivers on the performance of the supply chain. (10 Marks)
- b. Explain the various categories of supply chain strategies. (10 Marks)

Module-2

- 3 a. What are the conditions for a successful contract? Explain the risks of using a third party in a supply chain. (10 Marks)
- b. Explain Kraljic's portfolio method of classifying items for sourcing. (10 Marks)

OR

- 4 a. Define outsourcing. Explain the strategic sourcing process with advantages and disadvantages of sourcing. (10 Marks)
- b. Explain with examples, vertical and tapered integration in a supply chain. (10 Marks)

Module-3

- 5 a. Define Stores management. What are the major functions of the stores? (10 Marks)
- b. Explain the various ways of carrying out inspection for incoming materials. (10 Marks)

OR

- 6 a. Explain the various factors influencing the options of distribution network design. (10 Marks)
- b. Explain the measures which can improve warehouse efficiency. (10 Marks)

Module-4

- 7 a. What is the framework for network design decisions? Explain the impact of uncertainty on network design with an example. (10 Marks)
- b. Define demand planning and state its importance. Explain the various aspects of demand planning. (10 Marks)

OR

- 8 a. Define pricing and explain fixed pricing and menu pricing. What are the various metrics related to pricing? (10 Marks)
- b. What is multiple item-multiple location inventory management? Explain the challenges and advantages of multi-location inventory management. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

Module-5

- 9 a. Define Supply Chain Integration. What are the different stages of supply chain integration? (10 Marks)
b. Define Bullwhip effect. What are the prominent causes and effects of Bullwhip effect? (10 Marks)

OR

- 10 a. Explain reverse logistics and the scenarios under which a product enters back into the supply chain. What are the characteristics of reverse supply chain network? (10 Marks)
b. Describe E-business and classify them. Explain the role of E-commerce in supply chains. (10 Marks)

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