

Total No. of Questions : 5]

SEAT No. :

**P3881**

[Total No. of Pages :2

**[5265] - 3018**

**M.B.A. (Supply Chain Management)**

**SCM - 305 : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT**

**(2016 Pattern) (Semester - III)**

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question / sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Your answer should be specific and to the point.*

**Q1) a)** Define Supply Chains. Explain Physical Distribution of Supply Chain with example. **[10]**

OR

b) What is Supply Chain Management? Describe the concept 21<sup>st</sup> Century Supply Chains. **[10]**

**Q2) a)** Explain the structure of a supply chain. Described as a shift from enterprise to network. **[10]**

OR

b) i) Commodity cost and centric Supply Chain. **[5]**

ii) Tradeoff between Push and Pull. **[5]**

**Q3) a)** Explain the elements of customer service. Discuss Globalization and information technology in and supply chain management. **[10]**

OR

**P.T.O.**

- b) Explain the total Supply Chain Management. Discuss Demand for flexibility of partnerships. [10]

- Q4)** a) Define Inventory Management? Explain concept and types of inventory management in detail with suitable example. [10]

OR

- b) Explain in detail about the customer focused and demand resources. Discuss with example. [10]

- Q5)** a) Explain the role of Customer Relationship Management for supply chain management. Discuss Considerations for Supply Chain Customer Satisfaction. [10]

OR

- b) i) Explain Value added Service. [5]  
ii) Explain Customer value requirement mapping. [5]

