

Total No. of Questions : 5]

SEAT No. :

**P2206**

**[5465]-3018**

**[Total No. of Pages : 2**

**M.B.A.**

**305 (SCM) : 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)** What is supply chain revolution? Discuss the factors responsible for the revolution and explain the challenges to supply chain management of 21st century. **[10]**

**OR**

b) Explain Physical distribution and Logistics to SCM, Physical Goods and Services Perspectives. **[10]**

**Q2) a)** i) Write short note on Pull based & Push based Supply Chains. **[5]**  
ii) Write Short note on Commodity & cost centric Supply Chains. **[5]**

**OR**

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

**Q3) a)** Explain the concept of total supply chain. Describe the driving forces of supply chain. **[10]**

**OR**

b) What is the role of ecommerce in providing service. Discuss with suitable example. **[10]**

**P.T.O.**

**Q4) a)** Discuss some of the inventory management practices organization adopt for efficient supply chain with suitable examples. **[10]**

OR

b) i) Write Short Note on Resources and capacity management. **[5]**

ii) Write Short Note on Distribution Management. **[5]**

**Q5) a)** Explain the customer focused marketing and supply chain service outputs. Discuss in details. **[10]**

OR

b) Explain the keys to operational performance. Discuss importance of customer value. **[10]**

