

Total No. of Questions : 5]

SEAT No. :

P1763

[Total No. of Pages : 2

[4970]-4015

M.B.A. (Semester - IV)

**404(SCM): KNOWLEDGE MANAGEMENT IN SUPPLY CHAINS
(2013 Pattern)**

Time : 2½ 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) Write short notes :

- i) Customer Relationship Management. [5]
- ii) Transaction Management. [5]

OR

b) Briefly describe the concept of supplier relationship management. [10]

- Q2) a)**
- i) Advantages of supply chain information system. [5]
 - ii) Risk & Challenges in implementing supply chain information system. [5]

OR

b) Explain the importance of information system in supply chain. [10]

P.T.O.

Q3) Enumerate the various improvements in organizational process with relation to technology adoption. [10]

OR

What do you mean by digital markets & explain its importance. [10]

Q4) a) i) Explain B-2-B Perspective of supply chain. [5]

ii) Write Note on collaborative demand planning. [5]

OR

b) Explain the impact of E-business on supply chain management. [10]

Q5) Explain the concept of ERP in detail. [10]

OR

Explain the infrastructure of Information technology with regards to supply chain in detail. [10]

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