



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2024

UBU 5503 – SUPPLY CHAIN MANAGEMENT



Date: 14-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Define

a) Value Chain

b) Strategic Alliance

c) Economic Order Quantity

d) Warehousing

e) Inventory

2. MCQ

a) The sequence of a typical manufacturing supply chain is
i. Storage-Supplier-manufacturing-storage-distributor-retailer-customer
ii. Supplier-Storage-manufacturing-storage-distributor-retailer-customer
iii. Supplier-Storage-manufacturing-distributor-storage-retailer-customer
iv. Supplier-Storage-manufacturing-storage-retailer-distributor-customer

b) The purpose of supply chain management is
i. Provide customer satisfaction
ii. Improve quality of a product
iii. integrating supply and demand management
iv. Increase production

c) Logistics is the part of a supply chain involved with the forward and reverse flow of
i. Goods
ii. Services
iii. Cash
iv. All of the above

d) Due to small change in customer demands, Inventory oscillations become progressively larger looking through the supply chain. This is known as
i. Bullwhip effect
ii. Net Chain analysis
iii. Reverse logistics
iv. Reverse supply chain

e) VMI stands for
i. Vendor material inventory
ii. Vendor managed inventory
iii. Variable material inventory
iv. Valuable material inventory

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Fill in the blanks

a) Companies manage their supply chains through _____

b) Intermediaries play an important role in matching _____

c)	Today, a growing number of firms now outsource some or all of their logistics to _____ intermediaries.
d)	"Kaizen" is a Japanese term meaning _____
e)	_____ can increase customer value to the product
4.	True or False
a)	Supply chain management is completely producer-driven.
b)	Air transportation is faster, cheaper, and more dependable than rail transportation.
c)	Manufacturers who require suppliers to meet certain environmental standards are implementing green supply chain management.
d)	The goal of a materials-handling system is to handle products as infrequently as possible.
e)	Managing inventory from the supplier to the manufacturer is called distribution resource planning
SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	Identify the importance of logistics and differentiate logistics and supply chain management.
6.	Infer the term 'Customer Value' and Summarize the various service attributes in supply chain.
7.	Illustrate the type of E-Procurement and list out its benefits.
8.	Outline the principles of warehousing.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Analyse the role of collaborative planning and forecasting for efficient execution of supply.
10.	Discover the role of transportation in supply chains management.
11.	Classify the major challenges that must be overcome to manage supply chain successfully.
12.	Analyse the following inventory management techniques in detail. a. ABC Analysis b. VED Analysis
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Determine the role of Information Technology in the Supply Chain. What is the impact of e-Business in supply chain?
14.	List out the functions of distribution management. Explain the important Distribution decisions that are taken in supply chain.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Discuss the criteria for selection of material handling system for a Warehouse. Explain the Role of Packaging and labelling while delivering of the goods from the Warehouse.
16.	In what way do supply chain flows affect the success or failure of a firm such as Amazon? List two supply chain decisions that have a significance impact on supply chain Profitability.

\$\$\$\$\$\$\$\$\$\$\$\$\$\$