

MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
SUPPLY CHAIN MANAGEMENT
MBA – 401[REPEAT]
[USE OMR FOR OBJECTIVE PART]

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

Marks: 20

(Objective)

Choose the correct answer from the following:

1×20=20

1. The purpose of supply chain management is ____
 - a. Integrating supply and demand management
 - b. Increasing production
 - c. Improve the quality of a product
 - d. Provide customer satisfaction
2. Which of the following is the cost involved in holding goods in a warehouse?
 - a. Facility Cost
 - b. Inventory Cost
 - c. Transportation Cost
 - d. Processing Cost
3. VMI stands for
 - a. Variable material inventory
 - b. Valuable material inventory
 - c. Vendor material inventory
 - d. Vendor-managed inventory
4. Which of the following is a primary way Assam floods disrupt supply chains?
 - a. Increased consumer demand
 - b. Damage to transportation infrastructure
 - c. Lower production costs
 - d. Improved communication networks
5. _____ is a supply chain that is flexible and adaptable to changes in demand, market conditions, and disruptions. It emphasizes speed, responsiveness, and collaboration among supply chain partners.
 - a. Vulnerable Supply chain
 - b. Fast Supply chain
 - c. Agile Supply chain
 - d. None of the above
6. _____ occurs when the limited capacity of a process causes work to pile up or become unevenly distributed in the flow of a process.
 - a. Turbulence
 - b. Disturbance
 - c. Bottleneck
 - d. Blockade

7. _____ is the process of acquiring the goods your company needs for its business model.
 - a. Procurement
 - b. Purchasing
 - c. Buying
 - d. Booking
8. _____ is a supply chain that can quickly react to changes in customer demand and market conditions. It focuses on minimizing lead times and maximizing flexibility to meet customer needs.
 - a. Reverse Supply chain
 - b. Back Traced Supply chain
 - c. Responsive Supply chain
 - d. None of the Above
9. _____ supply chain is one of the critical steps in performing an external analysis in a strategic planning process
 - a. Sorting
 - b. Categorizing
 - c. Mapping
 - d. Identifying
10. Which one is not a broad objectives of Supply Chain Management ?
 - a. Value Creation
 - b. Synchronize Supply With Demand
 - c. Measuring Performance
 - d. Purchasing
11. How might businesses adapt their supply chain strategies in response to the recurring North East floods?
 - a. Relying solely on local suppliers
 - b. Ignoring the risks as unpredictable
 - c. Diversifying transportation routes and warehousing locations
 - d. Decreasing inventory levels to avoid losses
12. The term supply chain management was first coined by _____.
 - a. Michael E Porter
 - b. Peter Drucker
 - c. Philip Kotler
 - d. Keith Oliver
13. _____ is a Japanese term meaning continuous improvement.
 - a. Taguchi Map
 - b. TQM
 - c. JIT
 - d. Kaizen
14. Under Ideal conditions and all possible accessibility if you have a large lot to transport at lower cost, which transportation mean would be suitable?
 - a. Air Transport
 - b. Road Transport
 - c. Intermodal Transport
 - d. Water Transport

15. _____ is a supply chain phenomenon describing how small fluctuations in demand at the retail level can cause progressively larger fluctuations in demand at the wholesale, distributor, manufacturer and raw material supplier levels.
- a. Drum-buffer-rope Model
 - b. Bull Whip Effect
 - c. Bottleneck
 - d. None of the Above
16. In the supply chain consider Flipkart taking over the stakes of E-Kart is a situation of
- a. Horizontal integration
 - b. Vertical Integration
 - c. Systematic integration
 - d. None of the Above
17. Consider Assam during flood calamities, which type of public distribution system can be most effective
- a. Drone Delivery
 - b. Air Dropping
 - c. Only a
 - d. Both a & b
18. Which Company has implemented Just-In-Time successfully
- a. Suzuki
 - b. Tata Motors
 - c. Toyota
 - d. Ford Motors
19. Which of the following is NOT a key process in supply chain management?
- a. Planning
 - b. Sourcing
 - c. Selling
 - d. Delivery
20. How can technology aid in managing supply chain disruptions caused by North East floods?
- a. Technology has no application in disaster management
 - b. By providing real-time tracking of shipments and enabling quick decision-making
 - c. By preventing the floods from occurring
 - d. None of the above

(Descriptive)

Time: 2 hr. 30 mins.

Marks: 50

[Answer question no.1 & any four (4) from the rest]

1. *'Efficient supply chain flows are crucial for the success of e-commerce firms, while disruptions can lead to significant failures (Waters, 2023)'. Elucidate the statement with an example. Throw light by describing the major supply chain disruptions* 6+4=10
2. What do you mean by supply chain management? Explain in detail about key performance drivers of SCM. 4+6=10
3. "Accuracy in demand forecasting is a critical-to-success affair in supply chain management. The steps followed, the methods adopted and measures taken usually paves the way for success for any business". For an instance Manufacturing and Supply Chain Operations Make Zara Unique, The short lead times for delivery of unique fashion items combined with short production runs enable Zara to offer customers more styles and choices, and yet still create a sense of urgency to buy because items often sell out quickly. In Spain customers visit Zara stores 17 times per year on average compared to 3 times per year for competitors. Because their clothing designs change often, it is harder for people to see them clearly online. Take cues from the statement, and answer the following questions- 4+3+3=10
 - a) What are the main components of Zara Supply chain that makes it Unique ?
 - b) Name the heart of Zara Supply Chain.
 - c) What are the most unique aspects of the Zara supply chain which makes it special?

4. What do you understand by bullwhip effect? Explain the various factors leading to bullwhipeffect. 3+7=10
5. Define Consignee, Consignor and List out specific documents required for successful dispatching of a consignment and specify their contents. 4+6=10
6. Write short notes on: (*Any four*) 2.5*4=10
- a. VMI
 - b. MRP
 - c. Steps of Supplier Selection
 - d. 3PL
 - e. SCM as a Core Strategic Competency
 - f. Lead Time
 - g. Buffer Stock
7. Define Lean Management. What are the crucial factors to consider in lean Supply chain Management? 4+6=10
8. *"Logistics value engineering is a powerful tool that enables organizations to enhance operational efficiency, reduce costs, and improve overall supply chain performance." (Hakansson&Persson, 2016). Elaborate the statement with the help of relevant discussion citing the Components of LVE.* 10

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