

**MASTER OF BUSINESS ADMINISTRATION  
FOURTH SEMESTER (SPECIAL REPEAT)  
SUPPLY CHAIN MANAGEMENT  
MBA-401**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

**[ PART-A : Objective ]**

Time : 20 min.

Marks : 20

*Choose the correct answer from the following:*

*1X20=20*

1. Who is the customer of Distributer?
  - a. Customer
  - b. Retailer
  - c. Manufacturer
  - d. None of these
2. The sequence of a typical manufacturing supply chain is:
  - a. Supplier-manufacturing-distributor-retailer-customer
  - b. Supplier-manufacturing-Retailer-distributor-customer
  - c. Manufacturer- Supplier -distributor-retailer-customer
  - d. None of these
3. Which of the following is true for supply chain management?
  - a. The physical material moves in the direction of the end of chain
  - b. Exchange of information moves in both the direction
  - c. Flow of cash backwards through the chain
  - d. All of the above
4. Forward Integration defines
  - a. Going forward in Supply chain to achieve higher market share
  - b. Both (a) & (b)
  - c. To acquire the predecessor in the Supply chain
  - d. None of these
5. Managing predictable variability in Supply chain is called
  - a. Creating value
  - b. Bullwhip Effect
  - c. Competitive Advantage
  - d. None of these
6. Importance of demand forecast in Supply chain
  - a. Increase in customer satisfaction
  - b. Lowering Safety Stock Requirement
  - c. Reducing Inventory stock outs
  - d. All of the above
7. Electronic data Exchange means
  - a. Exchange of business data to external entity
  - b. Computer-to-computer exchange of business data in standard formats
  - c. Internal coordination within the firm
  - d. None of these

8. Full form of ERP
  - a. Enterprice Resource Planning
  - b. Enterprise Resource Planning
  - c. Enterprise Requirement planning
  - d. None of these
9. Outbound logistics is also called .....
  - a. Upstream logistics
  - b. Third party logistics
  - c. Downstream logistics
  - d. None of these
10. Example of Qualitative Performance Measure in SC
  - a. Flexibility
  - b. Customer Satisfaction
  - c. Lead time
  - d. All of the above
11. .... & physical distribution are two major task of logistics.
  - a. Materials Management
  - b. SCM
  - c. Production
  - d. None of the above
12. Reverse logistics is required because
  - a. Goods are defective
  - b. Customers change their mind
  - c. Goods are unsold
  - d. All of the above
13. .... is one of the classification of Logistics Management
  - a. 4PL
  - b. Vendor Managed Inventory
  - c. Outbound
  - d. None of these
14. Transportation management includes
  - a. Manufacturing, Distribution
  - b. Manufacturing, Distribution, Movement of products
  - c. Movement of products, Packaging, storages,
  - d. All of the above
15. The reasons for Reverse logistics
  - a. Lead time reduction
  - b. Maintenance, repair & recycle
  - c. Increase in quality
  - d. Cost reduction
16. Which of the following is not a part of logistics
  - a. Re-engineering
  - b. VMI
  - c. 3PL
  - d. Inbound Logistics
17. Concept of JIT is
  - a. Zero inventory
  - b. A management strategy that minimizes inventory & increase efficiency
  - c. Reducing waste associated with time
  - d. All of the above
18. Value engineering means
  - a. Analyzing the design for reducing cost and increase in value of a product
  - b. Providing necessary functions in a product by reducing cost
  - c. Modification of design by reducing cost of material
  - d. All of the above



19. When a company controls its supplier, distributor or location of retail to control its value, it's called
- a. Vertical integration
  - b. Backward integration
  - c. Forward integration
  - d. None of these
20. Generally physical staffs flow from ..... to ..... in supply chain
- a. Downward to upward
  - b. It depends on nature of the product
  - c. Upward to downward
  - d. None of these

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**( PART-B : Descriptive )**

Time : 2 hrs. 40 min.

Marks : 50

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

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| 1. What is Push Pull Strategy in SCM? Write down the difference between Competitive Advantage and Differential Advantage. | 4+6=10 |
| 2. Define Differential Advantage. Illustrate the Supply chain Strategies.   | 3+7=10 |
| 3. Explain the Impact of Information technology in SCM. How it is related to SCM?   | 6+4=10 |
| 4. What is purchasing management? How purchasing is related to Supply chain management?                                   | 4+6=10 |
| 5. Define Logistics Management. Explain the different classifications of logistics management with diagram.               | 3+7=10 |
| 6. Define Vendor Managed Inventory. Explain the function of VMI with example in Supply chain.                             | 3+7=10 |
| 7. Explain Business process Re-engineering. When this process applicable to an enterprise?                                | 4+6=10 |
| 8. What are the phases in Supply chain Decision? How an organization can get its competitive advantage, explain.          | 4+6=10 |

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