

**MASTER OF BUSINESS ADMINISTRATION**  
**Fourth Semester (Repeat)**  
**SUPPLY CHAIN & DISTRIBUTION MANAGEMENT**  
**(MBA – 402)**

**Duration: 3Hrs.**

**Full Marks: 70**

Part-A (Objective) =20  
Part-B (Descriptive) =50

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

Answer any *four* from *Question no. 2 to 8*  
*Question no. 1 is compulsory.*

1. Discuss the goal of supply chain and explain the impact of supply chain decisions on the success of a firm. Also, identify the three key supply chain decision phases and explain the significance of each one. (4+6=10)
2. What is Bullwhip effect? Why does it occur and how can it be reduced? (3+3+4=10)
3. What are the challenges in SCM functions? Elaborate any two. (2+2+3+3=10)
4. Explain why achieving strategic fit is critical to a company's overall success.  
Explain how an organization achieves strategic fit between its supply chain strategy and competitive strategy. (5+5=10)
5. Explain the role of marketing in SCM and illustrate the role of IT in demand forecasting. (6+4=10)
6. Write notes on *any five*: (2+2+2+2+2=10)
  - a) Distribution channels
  - b) Competitive Strategy
  - c) Strategic fit
  - d) 5 S
  - e) SCOR Model
  - f) CRM
  - g) Delivery Reliability



7. What is warehousing and what are its different functions and benefits? What are the different types of warehousing? (2+2+2+4=10)
8. A company makes bicycles. It produces 450 bicycles a month. It buys the tires for bicycles from a supplier at a cost of \$20 per tire. The company's inventory carrying cost is estimated to be 15% of cost and the ordering is \$50 per order.
1. Calculate the EOQ.
  2. What is the number of orders per year?
  3. Compute the average annual ordering cost
  4. Compute the average inventory
  5. What is the average annual carrying cost? (3+1+2+2+2=10)

\*\*\*\*\*



**MASTER OF BUSINESS ADMINISTRATION**  
**Fourth Semester (Repeat)**  
**SUPPLY CHAIN & DISTRIBUTION MANAGEMENT**  
**(MBA – 402)**

**Duration: 20 minutes**

**Marks – 20**

**(PART A - Objective Type)**

**I. Choose the correct answer:**

**1×20=20**

1. The production approach in push approach is:
  - a. Make to stock
  - b. Assemble to order
  - c. Build to order
  - d. Engineer to order
2. A supply chain is a sequence of firms that perform activities required:
  - a. To find products that are similar.
  - b. To support the acquisition of raw materials.
  - c. To create and deliver goods to consumer.
  - d. None of these.
3. Lead time and order cycle time are the same as:
  - a. Replenishment time
  - b. Customer service time
  - c. Supply chain flow
  - d. None of the above
4. In physical distribution decisions, total logistics cost includes:
  - a. Order processing
  - b. Materials handling and warehousing.
  - c. Transportation.
  - d. All of the above
5. All process that focus on interface between different aspects of the firm internally:
  - a. SRM
  - b. CRM
  - c. ISCM
  - d. None of the above
6. The change in demand that can be forecasted is known as:
  - a. Bull Whip Effect
  - b. Strategic fit
  - c. Demand forecasting
  - d. Predictive Variability
7. As per ABC classification, Pareto law followed for “A” category:
  - a. 85% of items – 15% of annual consumption
  - b. 20% of items – 80% of annual consumption
  - c. 95% of items – 5% of annual consumption
  - d. 80% of items – 20% of annual consumption
8. A firm can vary supply of products by controlling combination of:
  - a. Demand and Production Cost
  - b. Production capacity and inventory
  - c. Production capacity and Production cost
  - d. None of the above
9. Marketing can be referred to as having:
  - a. Cyclic view of supply chain
  - b. Push view of supply chain
  - c. Pull view of supply chain
  - d. None of the above
10. Logistic network through which unwanted or excess products by resellers or consumers is classified as:
  - a. Inbound Distribution
  - b. Outbound Distribution
  - c. Forward Distribution
  - d. Reverse Distribution
11. Process of managing upstream and downstream of final goods, flow of raw materials and information about resellers and final consumers is classified as:
  - a. Marketing logistics network
  - b. Supply chain management
  - c. Delivery network
  - d. Physical distribution network
12. Information Industry is an example of:
  - a. Fast product clock speed
  - b. Medium product clock speed
  - c. Slow product speed
  - d. None of the above
13. A company's SCM information system can be integrated through:
  - a. ERP
  - b. MIS
  - c. Tally
  - d. None of the above
14. The process of eliciting the opinions of a group of experts continuously to arrive at an agreement is known as:
  - a. Delphi method
  - b. Jury of executive opinion
  - c. Survey method
  - d. None of the above



15. The internal Supply Chain includes:

- a. Sourcing
- b. Distribution
- c. Production
- d. All of these

16. The formula for determining Optimal order quantity is:

- a.  $Q = \sqrt{2DS/H}$
- b.  $Q = \sqrt{2DH/s}$
- c.  $Q = \sqrt{2D}$
- d.  $Q = 2DH/S$

17. Checking the accuracy of the order information is a part of:

- a. Order filling
- b. Order entry
- c. Order transmittal
- d. Order processing

18. The system which relies on customer's order for production is:

- a. Pull system
- b. Push system
- c. JIT
- d. None of these

19. The managerial and clerical costs to prepare the purchase or production order is known as:

- a. Holding cost
- b. Setup cost
- c. Ordering cost
- d. Shortage cost

20. Logistics quality is defined in terms of:

- a. Performance gaps
- b. Delivery speed
- c. Reliability
- d. All of these

\*\*\*\*\*



University of Science and Technology, Meghalaya

Date Stamp: \_\_\_\_\_

<b>SESSION 2016-17</b> <b>COURSE _____ PAPER CODE: _____</b> <b>NAME OF THE PAPER: _____</b> <b>SEMESTER _____</b>																											
<b>Instructions to Candidates</b>		For Objective <b>Type Questions</b>																									
1. This answer booklet has 4 pages. Please check before writing whether it is complete or in good condition. 2. Do not write your name anywhere in the answer booklet. 3. Write legibly on both sides of the paper 4. You may use some space for any rough notes or calculation on the answer booklet if you need. These rough notes, calculations must be scored out before submitting the answer booklet. 5. Do not bring any book or loose paper in the examination hall. 6. Do not tear any page from the answer booklet. 7. Do not write anything on the question paper or blotting paper or any pieces of paper while you are in the examination hall. 8. Any act of indiscipline or misbehavior in the examination hall will result in your expulsion. 9. No examinee is allowed to leave the examination hall until 30 minutes lapse after the commencement of the examination. 10. Additional answer sheet will be supplied after the main answer booklet is completed.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Page No.</th> <th style="width: 40%;">Marks</th> </tr> </thead> <tbody> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr> <td style="text-align: center;">Total</td> <td> </td> </tr> </tbody> </table>	Page No.	Marks																			Total		Session: 2016-17 Course _____ Roll No. _____ Enrollment No. _____ Semester _____ Name of the Paper _____ Paper Code _____			
	Page No.	Marks																									
Total																											
<b>For Descriptive Type Questions</b>		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Question No.</th> <th style="width: 40%;">Marks</th> </tr> </thead> <tbody> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr> <td style="text-align: center;">Total</td> <td> </td> </tr> <tr> <td style="text-align: center;"><b>Grand Total</b></td> <td> </td> </tr> </tbody> </table>	Question No.	Marks																			Total		<b>Grand Total</b>		
Question No.	Marks																										
Total																											
<b>Grand Total</b>																											
_____ Scrutinizer's Signature	_____ Examiner's Signature	_____ Invigilator's Signature																									