

**MASTER OF BUSINESS ADMINISTRATION  
FOURTH SEMESTER  
SUPPLY CHAIN MANAGEMENT  
MBA – 401**

**SET  
A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. Which of the following is NOT a primary objective of supply chain management?
  - a. Cost reduction
  - b. Increased customer satisfaction
  - c. Improved supplier relationships
  - d. Maximized stock outs
2. Which of the following is an example of a supply chain risk?
  - a. Frequent supplier audits
  - b. Seasonal demand fluctuations
  - c. Well-established supplier partnerships
  - d. Stable economic conditions
3. Which of the following is NOT a key component of supply chain management?
  - a. Logistics Management
  - b. Inventory management
  - c. Supplier Selection
  - d. Customer service
4. Which of the following is the most important objective of supply chain management?
  - a. To ascertain wastages
  - b. Delivering right item at the right place at the right time and right cost
  - c. Profit Maximization
  - d. To reduce environmental impact
5. What is the main purpose of demand forecasting in supply chain management?
  - a. To increase lead time variability
  - b. To match supply with customer demand
  - c. To promote overstocking of inventory
  - d. To minimize order fulfillment accuracy
6. Which of the following is NOT a key component of supply chain visibility?
  - a. Real-time tracking of shipments
  - b. Effective communication with suppliers
  - c. Integration of data across the supply chain
  - d. Random allocation of inventory
7. Which of the following is a benefit of ERP?
  - a. Improved visibility
  - b. Increased collaboration
  - c. Reduced costs
  - d. All of the above
8. Which of the following is a challenge of supply chain management?
  - a. Complexity
  - b. Variability
  - c. Uncertainty
  - d. All of the above

9. Which of the following strategies focuses on reducing inventory costs by maintaining a minimal stock level?
  - a. Just-in-time (JIT)
  - b. Economic order quantity (EOQ)
  - c. Drum-Buffer-Rope Strategy
  - d. Bullwhip effect
10. What does the bullwhip effect refer to in supply chain management?
  - a. Delay in order fulfillment
  - b. Excessive stock outs in inventory
  - c. Lack of coordination among supply chain partners
  - d. Fluctuations in customer demand
11. .... is a logistics strategy that involves unloading incoming shipments from suppliers and loading them directly onto outbound transportation without the need for long-term storage.
  - a. Kaizen
  - b. VMI
  - c. Cross docking
  - d. Cross Loading
12. In supply chain management even before taking a decision an essential function of the manager is to..... the Data.
  - a. Gather
  - b. Offer
  - c. Disseminate
  - d. Validate
13. Which of the following is a key benefit of aligning supply chain and marketing management?
  - a. Reduced product variety
  - b. Increased customer satisfaction
  - c. Higher production costs
  - d. Limited market reach
14. Which of the following is a key benefit of implementing a Just-in-Time (JIT) inventory system in supply chain management?
  - a. Increased safety stock levels
  - b. Higher inventory carrying costs
  - c. Increased Levels of Stock
  - d. Enhanced order fulfillment accuracy
15. Which of the following strategies focuses on reducing waste and improving operational efficiency in supply chain management?
  - a. Lean Supply chain Management
  - b. Just-in-time (JIT) inventory management
  - c. Agile supply chain
  - d. Reverse logistics
16. What is the primary purpose of safety stock in supply chain management?
  - a. To meet unexpected increases in customer demand
  - b. To minimize lead times from suppliers
  - c. To reduce transportation costs
  - d. To optimize order quantity
17. What is the primary objective of supply chain visibility?
  - a. To reduce customer satisfaction
  - b. To increase lead time variability
  - c. To improve communication among supply chain partners
  - d. To promote stock outs in inventory

18. What does the term "lead time" refer to in supply chain management?
- a. The time taken to manufacture a product
  - b. The time taken to place an order with a supplier
  - c. The time taken receive an order by the customer
  - d. The time taken to receive payment from a customer
19. .... is an approach that focuses on rapidly responding to customer demand fluctuations and reducing lead times.
- a. Reverse Logistics
  - b. Agile Supply chain
  - c. Quick Response Logistics (QRL)
  - d. None of the above
20. .... is a powerful tool that enables organizations to enhance operational efficiency, reduce costs, and improve overall supply chain performance.
- a. Reliability Engineering
  - b. Data Enveloping
  - c. Logistic Value Engineering
  - d. Logistics Scaling

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**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. "Effective supply chain management has become a potentially valuable way of securing competitive advantage and improving organizational performance since competition is no longer between organizations, but among supply chains" Li,S., Ragu-Nathan, & Rao, 2006. Substantiate the statement with the t help of examples? 10
2. Define Supply chain Concept. What are the key challenges faced by supply chain managers in today's globalized business environment? 4+6=10
3. "Demand planning involves a structured approach to forecasting customer Demand for a product or service. It is an essential activity in supply chain Management that helps organizations align their supply with customer demand" (Fisher & Raman,1996) Reinforce the statement with suitable assertions. 10
4. Explain the concept of the bullwhip effect in supply chain management, including its causes and consequences, and discuss strategies that can be implemented to mitigate its impact on supply chain performance. 4+4+2=10
5. Discuss in brief *any two* of the following: 5×2=10
  - a) Cross Docking
  - b) Role of Marketing in SCM
  - c) Elements of Logistics
  - d) Vendor Management Inventory
6. Define Consignee, Consignor. List out specific documents required for Successful dispatching of a consignment and specify their contents. 4+6=10
7. Write Short Notes on: (*Any Two*) 5×2=10
  - a) Reliability Engineering
  - b) Lead Time Gap
  - c) Quick response Logistics
  - d) Role of Information in Supply chain
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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