

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER [SPECIAL REPEAT]
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. 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.is the extra inventory kept on hand in case of manufacturing delays or an unexpected increase in demand
 - a. Emergency Stock
 - b. Unprecedented Inventory
 - c. JIT Inventory
 - d. Buffer Stock
5.is the review of new or existing products during the design phase to reduce costs and increase functionality to increase the value of the product.
 - a. Value Designing
 - b. Value Decision
 - c. Value Engineering
 - d. Value Re-Engineering
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 type of software that organizations use to manage day-to-day business activities such as accounting, procurement, project management, risk management and compliance, and supply chain operations.
- | | |
|--------|--------|
| a. MRP | b. ERP |
| c. TQM | d. TPM |
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. The initial stage of the supply chain process is the
- | | |
|--------------------|---------------------|
| a. Directing Stage | b. Organizing Stage |
| c. Sourcing Stage | d. Planning stage |
12. The term supply chain management was first coined by
- | | |
|----------------------|------------------|
| a. Frankel & Paulraj | 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. Zero defects in manufacturing is.....
a. Only a theory b. A goal of TQM
c. An organizational objective d. A goal of TPM
20. is acknowledged as the Global Logistics Hub by World Bank Report 2019.
a. Taiwan b. Sri Lanka
c. Singapore d. Chittagong
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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Define Supply Chain Concept and supply chain management with the help of an illustrative diagram indicating the supply chain partners. 7+3=10
2. "Effective supply chain management (SCM) 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 help of examples. 5+5=10
3. How would you measure the performance of a Supply chain? Describe. 10
4. Define Logistics management. Illustrate the elements of Logistics with suitable examples. 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) ERP
 - d) 3PL
 - e) Bull Whip Effect
 - f) Lead Time
7. Define Lean Management. What are the crucial factors to consider in lean Supply chain Management? 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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