

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

**SET
C**

[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

- In the supply chain consider Flipkart taking over the stakes of E-Kart is a situation of
 - Horizontal integration
 - Vertical Integration
 - Systematic integration
 - None of the Above
- Consider Assam during flood calamities, which type of public distribution system can be most effective?
 - Drone Delivery
 - Air Dropping
 - Only a
 - Both a & b
- Which Company has implemented Just-In-Time successfully?
 - Suzuki
 - Tata Motors
 - Toyota
 - Ford Motors
- Zero defects in manufacturing is.....
 - Only a theory
 - A goal of TQM
 - An organizational objective
 - A goal of TPM
-is acknowledged as the Global Logistics Hub by World Bank Report 2019.
 - Taiwan
 - Sri Lanka
 - Singapore
 - Chittagong
- The purpose of supply chain management is.....
 - Integrating supply and demand management
 - Increasing production
 - Improve the quality of a product
 - Provide customer satisfaction
- Which of the following is the cost involved in holding goods in a warehouse?
 - Facility Cost
 - Inventory Cost
 - Transportation Cost
 - Processing Cost
- VMI stands for
 - Variable material inventory
 - Valuable material inventory
 - Vendor material inventory
 - Vendor-managed inventory

9.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
10.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
11.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
12.is the process of acquiring the goods your company needs for its business model.
 - a. Procurement
 - b. Purchasing
 - c. Buying
 - d. Booking
13.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
14.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
15. Which one is not a broad objective of Supply Chain Management?
 - a. Value Creation
 - b. Synchronize Supply With Demand
 - c. Measuring Performance
 - d. Purchasing
16. The initial stage of the supply chain process is the
 - a. Directing Stage
 - b. Organizing Stage
 - c. Sourcing Stage
 - d. Planning stage
17. The term supply chain management was first coined by
 - a. Frankel & Paulraj
 - b. Peter Drucker
 - c. Philip Kotler
 - d. Keith Oliver
18.is a Japanese term meaning continuous improvement.
 - a. Taguchi Map
 - b. TQM
 - c. JIT
 - d. Kaizen

19. 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
20.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

(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

= = *** = =