

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
SUPPLY CHAIN DISTRIBUTION & MANAGEMENT
MBA-402**

(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 Wholesaler?
 - a. Distributer
 - b. Manufacturer
 - c. Retailer
 - d. None of these
2. Security Agencies are one of the example of:
 - a. 4PL
 - b. 3PL
 - c. VMI
 - d. None of these
3. Early movers have one benefit called:
 - a. Cost Leadership
 - b. Focus
 - c. Competitive Advantage
 - d. None of these
4. Managing predictable variability in Supply chain is called:
 - a. Creating value
 - b. Competitive advantage
 - c. Bullwhip Effect
 - d. None of these
5. Importance of demand forecast in Supply chain:
 - a. Increase in customer satisfaction
 - b. Reducing inventory stock outs
 - c. Lowering safety stock requirement
 - d. All of the above
6. Importance of ERP in SCM:
 - a. Integrates all the departments of a company.
 - b. Provide information across departments in real time.
 - c. Both (a) & (b).
 - d. None of these.
7. Inventory Management Models are:
 - a. Fixed order quantity
 - b. Fixed order period
 - c. Economic order quantity
 - d. All of the above
8. POS stands for:
 - a. Price Order Sale
 - b. Point of Sale
 - c. Periodic Order Sale
 - d. None of these
9. Importance of VMI:
 - a. Frequent communication can happen
 - b. Reduction in inventory cost
 - c. None of these
 - d. Both (a) & (b)
10. Reasons for Inventory:
 - a. Meet variation in production demand
 - b. Take advantage in price increase
 - c. Economies of purchasing
 - d. All of the above

11. The reasons for Reverse logistics:
 - a. Maintenance, repair & recycle
 - b. Cost reduction
 - c. Lead time reduction
 - d. None of these
12. How do we can overcome the lead time gap?
 - a. Visibility
 - b. Predictability
 - c. Scalability
 - d. All of the above
13. Concept of JIT is:
 - a. Elimination of waste in production activity
 - b. Cost Reduction
 - c. Process Improvement
 - d. All of the above
14. Intensive Distribution Strategy used in:
 - a. Company is having a mass marketing product.
 - b. Companies are likely to have only limited outlets.
 - c. Company selling on an e commerce portal.
 - d. None of these.
15. How many Strategies are there in distribution?
 - a. 4
 - b. 6
 - c. 5
 - d. None of these
16. Maximum Retail Price of a product includes:
 - a. Transportation Cost
 - b. Manufacturing Cost
 - c. Inventory Cost
 - d. All of them
17. What are the benefits of Quick Response?
 - a. Reduce cost
 - b. Reduce lead time
 - c. Focus on sustainability
 - d. All of the above
18. Lead Time Gap=
 - a. Logistics lead time- customers order cycle time
 - b. Logistics lead time+ customers order cycle time
 - c. Reorder level- safety stock
 - d. None of these
19. The sequence of a typical manufacturing supply chain is:
 - a. Supplier-manufacturing-distributor-retailer-customer.
 - b. Manufacturer- supplier -distributor-retailer-customer.
 - c. Supplier-manufacturing-retailer- distributor-customer.
 - d. None of these.
20. Which of the following is true for supply chain management?
 - a. The physical material moves in the direction of the end of chain.
 - b. Flow of cash backwards through the chain.
 - c. Exchange of information moves in both the direction.
 - d. All of the above.

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

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

1. Write down the concept of supply chain management with diagram. What do you know about by Competitive Advantage? 6+4=10
2. What is Inventory Management? What do you mean by ROL (Re Order Level)? What is the importance of IT in SCM? 2+4+4=10
3. Describe briefly about Bullwhip Effect? What are the 5 R's of Purchasing? Write down the objectives of Purchasing. 3+3+4=10
4. What is Logistics Management? What are the types of Distribution Management Strategy, Explain? 3+7=10
5. Write down the meaning of 3PL & 4PL with example. What do you know about VMI in warehousing? 6+4=10
6. Write down about Value Engineering. What are the main components of value engineering? Write down about Transportation Management. 4+3+3=10
7. What is the concept of Lead Time? Write briefly about Lead Time Gap with Diagram. What do you know about JIT? 3+5+2=10
8. What is the role of Marketing in SCM? What is the importance of forecasting in SCM? 5+5=10

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