



QP CODE: 23701554



23701554

Reg No : .....

Name : .....

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2023**

**Third Semester**

Faculty of Management Science

**ELECTIVE - MB830301 - SUPPLY CHAIN MANAGEMENT**

2019 Admission Onwards

E0BC5BB4

Time: 3 Hours

Maximum Marks: 60

**Part A**

*Answer any **five** questions. Each question carries **2** marks.*

1. Who are distributors?
2. What are offshores?
3. State the benefits of contract negotiation.
4. Define the concept of Risk
5. What do you mean by design options?
6. What has been the impact of E business on customer service?
7. How can information system support the supply chain?

(5×2 = 10 Marks)

**Part B**

*Answer any **five** questions. Each question carries **6** marks.*

8. Value chain of SCM helps in creating a competitive advantage for the firm. Justify the statement
9. Explain the reasons and process of make or buy decision in detail
10. Explain the concept of warehousing costs
11. Explain about distribution network with distribution center
12. Explain about Distribution network with carrier pickup with a diagram
13. Explain the application of digital technologies in supply chain management





14. Explain Different Types of Postponement activities.

(5×6 = 30 Marks)

**Part C**

*Answer any **two** questions. Each question carries **10** marks.*

*Question number 17 is compulsory .*

15. Elucidate the principles to be followed in designing effective warehouse

16. Assume that you are the operations manager of ABC Company and you have the responsibility of formulating a successful end-to-end procurement. How do you plan and execute effective negotiation strategy for the contract

**Compulsory Question**

17. Explain the various ways to recover the economic value of unused Stock keeping units-SKU.

(2×10 = 20 Marks)

