

Roll No.

12651

**MBA 2 Year 3rd Semester (CBCS)
2019-20 New Scheme
Examination – December, 2022**

OPERATIONS MANAGEMENT

(Supply Chain And Logistics Management)

Paper : 20IMG23G03

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : The question paper is divided in *two* Sections.

Section 'A' comprising eight short answer type questions (carrying 2 marks each, which are *compulsory*. Answer to each question should not exceed 50 words normally) Section 'B' comprising 8 questions (two questions from each Unit). The students are required to attempt *four* questions selecting *one* question from each Unit. All questions will carry equal marks.

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P. T. O.

SECTION – A

1. Short answer type questions :

- (a) What are the advantages of strategic alliance in SCM ?
- (b) What is the importance of customer value ?
- (c) What are the key issues in SCM ?
- (d) What are the advantages of supplier partnership ?
- (e) Enlist different components of logistics.
- (f) What do you mean by benchmarking ?
- (g) What is the role of network in effective supply chain management ?
- (h) Define vendor management.

SECTION – B

UNIT – I

2. Discuss in detail about competitive and supply chain strategies. How the core competency of all the channel partners can be utilized as competitive advantage of supply chain management.
3. Explain in detail about importance of logistics as integral part of SCM.

UNIT – II

4. What is the impact of supply chain network on e-business ? Explain with suitable examples.
5. What is the process of designing and planning transportation networks in SCM ? Explain.

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UNIT – III

6. What is the importance of purchasing and vendor management ? Explain.
7. Enumerate the basic EOQ model of inventory and derive the formula for economic batch quantity.

UNIT – IV

8. What are different decision support systems for supply chain management ? Explain with suitable example.
9. How the value addition in SCM can be incorporated also discuss the concept of demand chain management ?

12651- (P-3)(Q-9)(22) (3)