

**MBA-159**

**MSPL-62**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**SUPPLY CHAIN MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain the objectives of 'Supply Chain Management'.
2. Explain 'On-line sales and the Distribution Net Work.
3. Define Corporate Resource Management (CRM). Explain its role in a supply chain.
4. List any three information technology available for planning supply chain networking or transportation.
5. What is cash to cash cycle?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain Supply Chain Management and the importance of supply chain decisions.
7. Explain the need of understanding the customer and supply chain uncertainty is an important step in achieving Strategic Fit.
8. Identify the major drivers in creating 'Strategic Fit' between supply chain strategy and competitive strategy.
9. Explain the importance of 'Aggregate Planning' as a supply chain activity.
10. Describe the supply chain coordination and the bullwhip effect, and their impact on supply performance.
11. Analyze the role of IT influences the supply chain efficiency.
12. Explain the key factors influencing distribution network decisions.