

CLASS: B.B.A.

15A/57

St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002

SEMESTER EXAMINATIONS – APRIL 2015

TIME: 3 Hrs.

MAXIMUM MARKS: 100

SEM	SET	PAPER CODE	TITLE OF THE PAPER
VI	2012	11UBU630303B	SUPPLY CHAIN MANAGEMENT AND LOGISTICS

SECTION – A

Answer all the questions:

20 x 1 = 20

Choose the correct answer:

- _____ includes all stages involved, directly or indirectly, in fulfilling a customer request.
 - Supply chain
 - Logistics
 - t-business
 - All the above
- Lower cycle inventory is better because _____.
 - Average flow time is lower
 - Working capital requirements are higher
 - Higher inventory holding costs
 - None of the above
- The execution of business transactions over the internet is called _____.
 - Supply chain
 - t-business
 - Customer service
 - All the above
- This mode of transportation is ideal for perishable and other products of short-life
 - Air
 - Sea
 - Rail
 - Pipeline

5. The activities performed under collaborative planning, forecasting and replenishment are / is: _____.
- a) Demand & Supply management b) Inventory planning
c) Purchasing d) All the above

Fill in the blanks:

6. Product flow, _____ flow and funds flow are the types of flow present in a supply chain.
7. Inventory carried for the purpose of satisfying demand that exceeds the amount forecasted in a given period is called _____ Inventory.
8. The computer to computer exchange of business data in standard formats is called _____.
9. _____ is the part of supply chain process that plans, implements and controls the efficient and effective flow and storage of goods and services.
10. The flow of products that proceeds through a common arrangement of firm and facilities is called _____ structure.

State True or False:

11. All the stages like retailer, dealer, et may not be present in all supply chains.
12. They party that moves or transports the product is called shipper.
13. E-purchasing cycle has two parts such as e-procurement and e-sourcing.
14. For suppliers located at a distance, vendor managed inventory is the solution.
15. Supply chain synchronization focuses on the timely and accurate updating of item information within and across enterprise.

Match the following:

- | | |
|--------------------------------------|---|
| 16. Manufacturer-supplier | - a) Supply chain synchronization |
| 17. ISCM process | - b) Procurement cycle |
| 18. Business to business transaction | - c) Strategic planning, Demand planning, etc |
| 19. Packaging & shipping | - d) W.W. Grainger |
| 20. Process & delivery timing | - e) Regular activity in logistics |

SECTION – B

Answer all the questions:

5 x 4 = 20

21. a. Discuss in brief the different types of supply chain.

OR

- b. Explain the process view of supply chain.

22. a. Describe the aggregate planning strategies in supply chain management.

OR

- b. What are the benefits of effective sourcing decisions?

23. a. What do you mean by Bullwhip effect? Explain with example.

OR

- b. What are the obstacles to supply chain co-ordination? Explain.

24. a. Explain how does logistics create value in a supply chain.

OR

- b. What are the elements of logistics? Explain.

25. a. Discuss about the collaborative planning, forecasting and Replenishment model.

OR

- b. Write notes on: Supply chain synchronization.

SECTION – C

Answer any FOUR questions:

4 x 15 = 60

26. What are the major derives of supply chain performance? Discuss in brief.
27. Explain the role of inventory in supply chain.
28. What ere the various activities in supply chain management that have created new internet opportunities?
29. Discuss in detail the customer order cycle.
30. Describe the logistical operational arrangements.
