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IV Semester M.B.A. (Day and Eve) Degree Examination, September/October - 2022**MANAGEMENT****Supply Chain Management****(CBCS Scheme 2019-20)****Paper : 4.6.2****Time : 3 Hours****Maximum Marks : 70****SECTION - A****Answer any Five from the following.****(5×5=25)**

1. What is the significance of SCM in present context?
2. What is Cross Docking? Explain its importance.
3. Define the term Reverse Logistics.
4. Differentiate between E Business process and E supply Chain management.
5. What are the factors considered for transport used in logistic management?
6. What are the strategic decisions required to be taken in supply chain?
7. What is SCOR? Explain.

SECTION - B**Answer any Three of the following.****(3×10=30)**

8. What is Supply Chain Management (SCM)? Discuss the models in SC management.
9. Discuss the principles of logistics costing.
10. Why is transportation important in supply chain? State the advantages and disadvantages of various mode of transportation.
11. What is warehousing? What is their revenue model? What is the role of ports and government agencies?

[P.T.O.]



SECTION - C

12. CASE STUDY:

(1×15=15)

Whirlpool supply chain System:

Whirlpool's problems with its supply chain illustrate the critical role of supply chain management in business. Whirlpool lost sales because it could not balance supply with demand across multiple distribution sites and locations to make sure the right stores and warehouses at the right time. The company needed better control over its supply chain like all large firms.

Whirlpool has several hundred main suppliers of parts and these suppliers in turn have hundreds of suppliers of basic parts and raw materials. Altogether, Whirlpool deals with several thousands of firms that sell everything from steel and plastic assemblies to computer chips and controls that end up in Whirlpool appliances. Coordinating all these firms so that right parts show up at the Whirlpool factories just at the right time and that the right amount of finished appliances actually ordered by customers are in the warehouses was a major problem. The Replacing outdated systems with supply chain management software from i2 Technologies, improved coordination of Whirlpool inventory with demand raising sales, lowering costs and ultimately increasing profitability.

Questions:

- a) What could be the issue in company's delivery system?
- b) Explain the role of MIS in supply chain decisions of Consumer durable industry.
- c) What measures do you suggest for uninterrupted supply chain activities to increase the profitability of Whirlpool.