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IV Semester M.B.A. (Day) Degree Examination, October - 2021

MANAGEMENT
Supply Chain Management
(CBCS Scheme 2019-20)
Paper : 4.6.2

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any **FIVE** questions, each carries 5 marks.

(5×5=25)

1. Bring out the partners in supply management structure.
2. Explain the components of Supply chain operations reference Model.
3. Write a note on customs bonded warehousing.
4. Discuss the features of warehouse management systems.
5. Explain the role of shipping agents in distribution management.
6. Describe E-procurement.
7. What do you mean by Inland Container Deposits?

SECTION - B

Answer any **THREE** questions. Each carries 10 marks.

(3×10=30)

8. Difference between Logistics management and Supply Chain Management
9. Explain unique features of the custom configured model and its importance.
10. What is Automated Export System? Explain its significance in supply chain management.
11. Define Green Supply chain management. Discuss the contribution of green supply chain management to the sustainability performance enhancement.

SECTION - C

Compulsory Question

(1×15=15)

12. CASE STUDY.

Weld Well, a leading company, has been buying its office supplies from the same supplier for some time. Jayanta, a salesman of the office supply company, has been calling on WW for over three years. Much to Jayanta's dismay, it always been the practice of WW to buy the smallest

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size available of a particular for-part preprinted billing form at a cost of Rs. 615 for 10,000 forms. These forms contain the WW logo and standard information printed on them. The rational for the particular buying policy was to spend the least amount of money possible on office stationery items. Recently, Mr Thakkar of WW attended a training programme on SCM arranged by a local business school, which dealt with inventory systems and materials management. Thakkar was anxious to save WW money by applying the techniques he learned in the class. When Jayanta contacted Thakkar he was 30, 000 forms at Rs. 1750. Jayanta could not believe the sudden change in policy. Upon questioning Thakkar, he found that he used a quantitative model by which the cost of inventory holding and the ordering costs can be balanced, yet maintaining adequate office supplies. Thakkar explained that analyzing all the relevant variable costs, he could save substantially (on an annual basis) by purchasing the large quantity of pre-printed billing forms.

Questions:

1. Explain the rationale of MR. Thakkar of buying in large quantity.
 2. What is the annual cost saving of the large order quantity.
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