

# CBCS SCHEME

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18ME653

## Sixth Semester B.E. Degree Examination, June/July 2024 Supply Chain Management

Time: 3 hrs.

Max. Marks: 100

*Note: Answer any FIVE full questions, choosing ONE full question from each module.*

### Module-1

- 1 a. Define Supply Chain. Explain evolution of supply chain through the three major revolutions. (10 Marks)
- b. Explain how the various decision phases in supply chain management helps in increasing the surplus. (10 Marks)

OR

- 2 a. Explain the impact of different drivers on the performance of the supply chain. (10 Marks)
- b. Explain the various categories of supply chain strategies. (10 Marks)

### Module-2

- 3 a. What are the conditions for a successful contract? Explain the risks of using a third party in a supply chain. (10 Marks)
- b. Explain Kraljic's portfolio method of classifying items for sourcing. (10 Marks)

OR

- 4 a. Define outsourcing. Explain the strategic sourcing process with advantages and disadvantages of sourcing. (10 Marks)
- b. Explain with examples, vertical and tapered integration in a supply chain. (10 Marks)

### Module-3

- 5 a. Define Stores management. What are the major functions of the stores? (10 Marks)
- b. Explain the various ways of carrying out inspection for incoming materials. (10 Marks)

OR

- 6 a. Explain the various factors influencing the options of distribution network design. (10 Marks)
- b. Explain the measures which can improve warehouse efficiency. (10 Marks)

### Module-4

- 7 a. What is the framework for network design decisions? Explain the impact of uncertainty on network design with an example. (10 Marks)
- b. Define demand planning and state its importance. Explain the various aspects of demand planning. (10 Marks)

OR

- 8 a. Define pricing and explain fixed pricing and menu pricing. What are the various metrics related to pricing? (10 Marks)
- b. What is multiple item-multiple location inventory management? Explain the challenges and advantages of multi-location inventory management. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

**Module-5**

- 9 a. Define Supply Chain Integration. What are the different stages of supply chain integration? (10 Marks)
- b. Define Bullwhip effect. What are the prominent causes and effects of Bullwhip effect? (10 Marks)
- OR
- 10 a. Explain reverse logistics and the scenarios under which a product enters back into the supply chain. What are the characteristics of reverse supply chain network? (10 Marks)
- b. Describe E-business and classify them. Explain the role of E-commerce in supply chains. (10 Marks)

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