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BMR515D

## Fifth Semester B.E./B.Tech. Degree Examination, Dec.2024/Jan.2025

### Supply Chain Management and Introduction to SAP

Time: 3 hrs.

Max. Marks: 100

*Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.  
2. M : Marks , L: Bloom's level , C: Course outcomes.*

Module – 1			M	L	C
Q.1	a.	What is supply chain management? Explain its objectives and importance in the present context for an organization.	10	L2	CO1
	b.	Identify the drivers and enablers of a supply chain and discuss their role in supply chain performance.	10	L3	CO1
OR					
Q.2	a.	Explain how firm take make v/s buy decision. Illustrate your explanation with an example of a telecommunication system.	10	L2	CO1
	b.	Develop a flow chart to illustrate the strategic outsourcing process. Also explain its benefits.	10	L3	CO1
Module – 2					
Q.3	a.	Describe the store and warehouse management, its objectives and functions.	10	L2	CO1
	b.	Explain the store system and procedure in supply chain management.	10	L2	CO2
OR					
Q.4	a.	What is stock valuation and verification? Explain the methods of stock valuation in SCM.	10	L2	CO2
	b.	Explain briefly the modes of transportation in supply chain management which play a role in efficient management.	10	L2	CO2
Module – 3					
Q.5	a.	Explain the network design decision using decision tree in supply chain management.	10	L2	CO2
	b.	Make a decision of make or buy based on following conditions and identify the profit based on the decision made. Mr. Ramesh and Mr. Suresh were the partners wanted to open a Bakery. The major decision should be taken by them is whether to make cakes on site or buy cakes from out sourcing. If they buy from others they require same air tight containers which cost Rs.15,000 annually. The buying cost per cake is Rs.0.8. If they make cakes in house, they need kitchen and labour costing 1,30,000 per year and Rs.0.3 per cake to make. The total order to manage per year will be 3,00,000 cakes.	10	L3	CO2
1 of 2					

OR

Q.6	a.	Explain briefly the steps involved in pricing process and benefits of efficient revenue management.	10	L2	CO3
	b.	National cereal mills considering research into a dog food product that expands when it is micro waved prior to serving. The chances of success are estimated to be 75%. If successful the firm would improve profits by Rs.4 million. If unsuccessful, the result would be Rs.6 million loss. Should the firm for go the research and stay with their traditional product line, their profits would depend on how their competition advertise. If the competitive advertising is down, profit would be 6 million. If the same they would be Rs.2 million, if up, Rs.2 million, with respective probabilities 0.2, 0.4 and 0.4. i) Draw a decision tree for this situation ii) Compute the Expected Monetary Value (EMV) and identify the best action on an EMV basis.	10	L3	CO3

## Module – 4

Q.7	a.	What is supply chain integration? Illustrate the stages of supply chain integration.	10	L2	CO3
	b.	Explain the bull whip effect. Record the causes of bull whip effect and state control measures.	10	L3	CO3

OR

Q.8	a.	Illustrate supply chain configuration design for agile supply chain.	10	L2	CO3
	b.	Discuss the future trends in IT for supply chain E-Business process.	10	L3	CO3

## Module – 5

Q.9		Explain the following: i) Procurement process ii) System Application and Product data process (SAP) Material Management iii) Inventory Management iv) Service management.	20	L3	CO4
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OR

Q.10	a.	Describe the different organizational levels in SAP material management and how they impact procurement process.	10	L3	CO4
	b.	What are the transaction codes in SAP? Explain their significance in SAP model.	10	L3	CO4

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