

Exams

17 APR 2023

Reg. No.													
----------	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code	11771
---------------------	-------

B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2023

Eighth Semester

Production Engineering

MG8791 - SUPPLY CHAIN MANAGEMENT

(Regulations 2017)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

	<i>Marks, K-Level, CO</i>
1. List out the objectives of the supply chain.	2,K1,CO1
2. What are the decision phases in supply chain?	2,K1,CO1
3. Define Distribution Management.	2,K1,CO2
4. What is distribution network design in supply chain?	2,K1,CO2
5. Give an example for Vehicle Routing.	2,K1,CO3
6. Outline the need of Tailored Transportation in Supply Chain.	2,K2,CO3
7. Why Sourcing is important in SCM?	2,K1,CO4
8. State any two causes of bullwhip effect.	2,K2,CO4
9. What is an internal supply chain management?	2,K1,CO5
10. List out the advantages of IT in supply chain management.	2,K1,CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Discuss the goal of a supply chain and explain how supply chain decisions affect the success of a firm.	13,K2,CO1
OR	
b) Elaborate the Drivers of Supply Chain Performance.	13,K2,CO1
12. a) Illustrate the factors influencing Distribution Network Design.	13,K2,CO2
OR	
b) Explain the framework for Network Design decisions in Supply Chain.	13,K2,CO2
13. a) Evaluate the factors affecting Transportations Decision.	13,K2,CO3
OR	

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create

11771

b) Discuss about the routing and scheduling in transportation. 13,K2,CO3

14. a) Discuss the critical steps involved in the supplier evaluation and supplier selection process. 13,K2,CO4

OR

b) Discuss the bullwhip effect in supply chain and explain how it is measured. 13,K2,CO4

15. a) Discuss how IT plays a crucial role in an effective and value added SCM Practicing firm. 13,K2,CO5

OR

b) How Customer Relationship Management Becomes a Supply Chain Manager's Key to Success? Discuss. 13,K2,CO5

PART - C (1 × 15 = 15 Marks)

16. a) Explain with the help of a case study the Components of Supplier Relationship Management. 15,K2,CO6

OR

b) Analyze with a case study the Impact of E-Business on Global Supply Chain Integration. 15,K2,CO6