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Question Paper Code : BS2126

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

General Management (Fourth Semester)

Operations Management (Third Semester)

DBA 7007 — SUPPLY CHAIN MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

(Codes/Tables/Charts to be permitted, if any, may be indicated)

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is a supply chain?
2. What are the drivers of supply chain performance?
3. Explain make or buy decision.
4. What is worldwide sourcing?
5. What is supply chain network?
6. What is decision tree analysis.
7. What is risk pooling?
8. What is pricing and revenue management?
9. Define supply chain integration.
10. What are Argosy supply chains?

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the goal of supply chain and explain the impact of supply chain decision on success of the firm.

Or

- (b) Identify the major drivers of supply chain performance.

12. (a) What are some ways that a firm such as Wal-Mart from out sourcing decisions?

Or

- (b) Describe the impact of risk sharing on supplier performance and information distortion.
13. (a) Why is it important to consider uncertainty when evaluating supply chain design decision? Explain.

Or

- (b) Explain how to manage supply chain cycle inventory.
14. (a) What type of distribution network is typically best suited for commodity items?

Or

- (b) Identify factors influencing supply chain network decisions.
15. (a) Discuss the major challenges that must be overcome to manage supply chain Successfully.

Or

- (b) What role does forecasting play in the supply chain of a build-to-order manufactures such as dell?

PART C — (1 × 15 = 15 marks)

16. (a) In what way do supply chain flows affect the success or failure of a firm such as Amazon? List two supply chain decisions that have a significance impact on supply chain Profitability.

Or

- (b) A speciality chemical company is considering expanding its operations into Brazil, when five companies dominate the consumption of speciality chemicals. What sort of distribution network should this Company utilize?

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Question Paper Code : JK4143

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

(From Academic Year – 2015 – New question paper pattern)

Third Semester

Operations Management

DBA 7007 — SUPPLY CHAIN MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is a supply chain?
2. What is supply chain strategy?
3. What is supplier development?
4. List the advantage of world wide sourcing.
5. What is value addition?
6. What is capacity allocation?
7. What is risk pooling?
8. What are the uncertainties in the supply chain?
9. What is SC restructuring?
10. What is an agile supply chain?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the drivers of Supply chain performance.
Or
(b) Explain the decision phases in Supply Chain Management.
12. (a) Explain the steps in supplier selection.
Or
(b) Explain how a global world class supplier base can be created.

13. (a) Discuss the Distribution Network Design.

Or

(b) Explain supply chain network optimization models.

14. (a) Elaborate on the role of cycle inventory in a supply chain. Explain how uncertainty in the supplier chain managed.

Or

(b) Explain multiple location inventory management with an appropriate example.

15. (a) Explain the purpose and benefits of Supply Chain integration.

Or

(b) Explain the need and process of Supply Chain Process restructuring.

PART C — (1 × 15 = 15 marks)

16. (a) Suggest factors to be considered for locating a centralised kitchen to cook biriyani for a of restaurant chain. Also suggest an appropriate facility location model. State your assumptions (if any).

Or

(b) Suggest factors to be considered in deciding whether to “make and supply” or to “buy and supply” Blood pressure measuring kits for hospitals in developing rural markets in India. State your assumptions (if any).

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Question Paper Code : 22128

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

- Third Semester

Operations Management

DBA 7007 — SUPPLY CHAIN MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is supply chain performance?
2. What are the drivers of SCM?
3. How can a firm identify its core processes through business process route?
4. How is supply base reduction done through competency staircase approach?
5. What is the relationship between total logistics cost and the number of facilities in the distribution network?
6. What is the role of discounted cash flow analysis in supply chain network design?
7. Why does the inventory in a system increase with an increase in stock points in the system?
8. How optimum order level is determined for short life cycle products?
9. What is agile supply chain?
10. Define reverse logistics.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the role of each supply chain drivers in creating strategic fit between the supply chain strategy and competitive strategy.
Or
(b) Discuss the goal of supply chain and explain the impact of supply chain decisions on the success of a firm.

12. (a) Discuss the underlying theoretical logic for make versus buy decision.

Or

(b) Discuss the barriers to worldwide sourcing and ways a company can overcome the barriers.

13. (a) Discuss the advantages and disadvantages of any four of the distribution network design options.

Or

(b) Discuss the optimization models used for facility location and capacity allocation.

14. (a) What are the components of costs that are affected by inventory decisions? How do firms determine the optimum level of cycle inventory?

Or

(b) How do firms make optimal pricing decisions in the context of revenue management?

15. (a) Explain the ways in which a supply chain be restructured so as to improve its performance?

Or

(b) What is the bullwhip effect and what are the main causes of the bullwhip effect? What can a firm do to minimize demand distortions across the chain?
