

Course/Branch : MBA/OM Semester : III
 Subject Name : Supply Chain & Logistics Management Max. Marks : 100
 Subject Code : KM8N OM01 Time : 180 min

CO-1 : Apply the basic framework of Supply Chain Management and basic concepts in logistics

CO-2 : Knowledge about distribution, warehousing and its roles in strategic planning with supply chain

CO-3 : Competency to analyze and use inventory management methodologies and evaluate and select transportation modes

CO-4 : Assess the strategic role and impact of IT on supply chain integration

CO-5 : Knowledge about the latest trends in SCM and logistics

Section – A # 20 Marks (Short Answer Type Questions)

Attempt ALL the questions. Each Question is of 2 marks (10 x 2 = 20 marks)

Q. No.	COx	Question Description if Attempt ALL the questions. Each Question is of 2 marks
1 a	CO1	List the key stages of a supply chain. (K1)
b	CO1	Name two drivers of supply chain performance. (K1)
c	CO2	Outline one challenge related to distribution in logistics. (K2)
d	CO2	Define the term "containerization". (K1)
e	CO3	What is the SCOR model? (K1)
f	CO3	What is the importance of performance measurement in supply chain management? (K1)
g	CO4	Define outsourcing in logistics. (K1)
h	CO4	What is warehousing? (K1)
i	CO5	What is green supply chain management? (K1)
j	CO5	Define CRM. (K1)

Section – B # 30 Marks (Long / Medium Answer Type Questions)

Attempt ALL the questions. Each Question is of 6 marks (5 x 6 = 30 marks)

Q.2 (CO-1) : Illustrate the cycle view of a supply chain process with a diagram. (K2)
 OR
 Identify key obstacles in implementing streamlined supply chain processes. (K3)

Q.3 (CO-2) : Identify the key functions of logistics management in supply chain operations. (K3)
 OR
 How does logistics help organizations gain a competitive advantage? (K1)

Q.4 (CO-3) : Explain the bullwhip effect with an example and describe one method to reduce it. (K5)
 OR

Discuss the concept of demand chain management and its relationship with the supply chain. (K6)

Q.5 (CO-4) : Classify the different types of warehouses with examples. (K4)
 OR
 Compare third-party logistics (3PL) with fourth-party logistics (4PL). (K4)

Q.6 (CO-5) : Explain the linkage between supply chain management and CRM with examples. (K2)
 OR
 How does supply chain sustainability contribute to overall business performance? (K1)

Section – C # 50 Marks (Medium / Long Answer Type Questions)

Attempt ALL the questions. Each Question is of 10 marks.

Q.7 (CO-1) : Attempt any ONE question. Each question is of 10 marks.
 a. Analyze the stages of a supply chain and their interconnectivity in achieving seamless operations. (K4)
 b. Elaborate on the value chain process and its significance in enhancing supply chain efficiency. (K6)

Q.8 (CO-2) : Attempt any ONE question. Each question is of 10 marks.
 a. Evaluate the role of transportation in logistics management, focusing on its functions, costs, and different modes. (K5)
 b. Analyze the interrelation between transportation, containerization, and cross-docking in achieving logistics efficiency. (K4)

Q.9 (CO-3) : Attempt any ONE question. Each question is of 10 marks.
 a. Elaborate on the SCOR model's structure, components, and its application in assessing supply chain performance. (K6)
 b. Propose a strategic framework for designing an efficient global supply chain network, considering both challenges and influencing factors. (K6)

Q.10 (CO-4) : Attempt any ONE question. Each question is of 10 marks.
 a. Explain reverse logistics in detail, including its process, benefits, and challenges. (K5)
 b. Evaluate the challenges and opportunities of implementing a warehouse network design strategy for a global supply chain. (K5)

Q.11 (CO-5) : Attempt any ONE question. Each question is of 10 marks.
 a. Explain CRM, its CRM process, and IT infrastructure used in supply chain and CRM integration. (K5)
 b. Elaborate green supply chain management including its objectives and components. (K6)