

D 72542

Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2019**

(CUCSS)

M.B.A.

**BUS 3C 20—SUPPLY CHAIN MANAGEMENT**

(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

**Part A**

*Answer the following. Each question carries 1 weightage.*

1. What is Supply Chain ?
2. What is ABC analysis in Inventory Management ?
3. What is Warehousing ?
4. What is primary purpose of barcodes in Packaging ?
5. What is Supplier Relationship Management ?

(5 × 1 = 5 weightage)

**Part B**

*Answer any two of the following. Each question carries 2 weightage.*

6. Identify the major drivers of Supply Chain Performance ?
7. Why is IT critical to facilitate logistics and supply chain planning and Operations ?
8. Explain Supply Chain Flow Cycle ?

(2 × 2 = 4 weightage)

**Part C**

*Answer any one of the following. The question carries 3 weightage.*

9. Discuss different Inventory Management Techniques.
10. Describe various modes of transportation, identifying the most significant characteristic of each.

(1 × 3 = 3 weightage)

**Part D (Case Study)**

**Compulsory Question.**

*6 weightage.*

11. XYZ, a FMCG company wants to implement a Warehouse Management System in their Warehouse. Explain the advantages which will accrue to the company after the implementation.

(1 × 6 = 6 weightage)