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**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**

(For Candidates admitted from 2018-2019 onwards)



**UG DEGREE EXAMINATIONS APRIL - 2021
BBA – BUSINESS ADMINISTRATION
SUPPLY CHAIN MANAGEMENT**

Time: 3 Hrs

Max.Marks: 75

PART - A

CHOOSE THE CORRECT ANSWER

(10X1=10)

1. The purpose of supply chain management is.....
 - a) Provide customer satisfaction
 - b) improve quality of a product
 - c) Integrating supply and demand management
 - d) increase production
2. Which functional role does IT not play in SCM?
 - a) Performance measurement and reporting
 - b) Transaction execution
 - c) Supply chain restructuring
 - d) Collaboration and coordination
3. The core processes of a firm are-----
 - a) Product innovation and SCM
 - b) CRM, Product innovation and SCM
 - c) Product innovation
 - d) Product innovation and SCM
4. Firms engaged in outsourced manufacturing have to be concerned with-----
 - a) Disruptions in demand
 - b) Disruptions in transportation and freight breaches
 - b) Disruptions in Supply
 - d) Disruptions at facilities
5. Which of the following aggregate planning strategies is likely to have the least impact on quality?
 - a) Changing inventory level
 - b) Subcontracting
 - c) Using part-time workers
 - d) Varying production rates through overtime or idle time
6. Aggregate planning solves problems involving-----
 - a) Aggregate decisions or stock keeping unit (SKU) level decisions.
 - b) Stock keeping unit (SKU) level decisions rather than aggregate decisions.
 - c) Aggregate decisions rather than stock keeping unit (SKU) level decisions.
 - d) Aggregate decisions and stock keeping unit (SKU) level decisions
7. Risk pooling in supply chain means-----
 - a) Arts
 - b) Science
 - c) Education
 - d) Financial Resources

8. Revenue management is concerned with -----
- The use of marketing tools to increase revenue
 - the use of pricing to increase the profit generated from a limited supply of supply chain assets
 - the use of accounting tools to monitor cash flow
 - a process designed to determine the best use of funds generated through sales
9. e-LRM stands for -----
- Long Resource Management
 - Logistic Resource Marketing
 - Logistic Resource Management
 - Logistic Reason Management
10. Internal supply chain refers to ---
- Government
 - Corporation
 - Production
 - Social

PART - B

ANSWER ALL THE QUESTIONS

(5X7=35)

11. a) Explain the various supply Chain Strategies used in supply chain management?

(OR)

b) Discuss the importance of supply chain management.

12. a) What is the difference between sourcing and strategic sourcing?

(OR)

b) Explain the negotiation in purchasing and supply.

13. a) Explain about problem aggregate planning.

(OR)

b) What is the role of information technology in supply chain management?

14. a) Evaluate the concept of risk pooling.

(OR)

b) What are the major sources of uncertainty that can affect the value of supply chain decisions?

15. a) How does information technology affect supply chain management?

(OR)

b) What are the benefits of e-SCM?

PART - C

ANSWER ANY THREE QUESTIONS

(3X10=30)

16. Explain the various decision phases in supply chain.

17. Describe the types of sourcing strategies.

18. What are the steps in aggregate planning process? Explain.

19. Explain the efficient management of multiple items multiple location inventory.

20. Discuss the components of CRM framework.