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**PRESIDENCY  
UNIVERSITY**  
**BENGALURU**

**School of Engineering**

**Mid - Term Examinations - November 2024**

**Semester:** V

**Date:** 8-11-2024

**Course Code:** MEC2003

**Time:** 02:00 pm – 03:30pm

**Course Name:** Supply Chain Management

**Max Marks:** 50

**Program:** B. Tech – Mechanical Engineering

**Weightage:** 25%

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**Instructions:**

*(i) Read all questions carefully and answer accordingly.*

*(ii) Do not write anything on the question paper other than roll number.*

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**Part A**

**Answer ALL the Questions. Each question carries 2 marks.**

**5Q x2M=10M**

- |   |         |    |     |
|---|---------|----|-----|
| 1. What is Supply Chain Surplus?  | 2 Marks | L1 | C01 |
| 2. What do understand by the term “Responsive Supply Chain”? Give a real life example (company) for the same.           | 2 Marks | L1 | C01 |
| 3. Xiaomi mobile company better utilized their distribution channel option to compete better in Indian market. Explain. | 2 Marks | L2 | C02 |
| 4. List any four soft infrastructure.   | 2 Marks | L2 | C02 |
| 5. What is meant by causal method of forecasting?   | 2 Marks | L1 | C03 |

**Part B**

**Answer ALL Questions. Each question carries 10 marks.**

**4QX10M=40M**

- |   |          |    |     |
|---|----------|----|-----|
| 6. Consider any of the service industries of your like. For the assumed industry, draw and explain various stages involved in the Supply chain. | 10 Marks | L2 | C01 |
|---|----------|----|-----|

**OR**

- |   |          |    |     |
|---|----------|----|-----|
| 7. How the understanding of Push-Pull view will help to realign the supply chain architecture? Explain the same with any of the case example. | 10 Marks | L2 | C01 |
|---|----------|----|-----|

8. What is the importance of decisions in supply chain management? Briefly elaborate the three decision phases in SCM. 10 Marks L1 C01

**OR**

9. Consider any of the product of your own interest and for the assumed case, explain how you will align different drivers of supply chain. 10 Marks L2 C01

10. Consider suitable real life examples and explain the following type of distribution network designs with suitable sketches.

(i) Manufacturer storage with direct shipping and in-transit merge

(ii) Distributor storage with last-mile delivery

**OR**

11. A framework is always helpful to the decision maker in executing business decisions in a very systematic manner. In this context, explain the framework for Supply Chain Network Design with suitable diagram. 10 Marks L2 C02

12. Forecasting is generally a very important aspect of planning for any business organization. Discuss in detail about various forecasting techniques that you know. 10 Marks L2 C03

**OR**

13. The sales data of the D-Square television Ltd., for the past 5 months in Indian market is given below: 10 Marks L2 C03

Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024
5540	8920	8405	9220	7890

Based on the past data, estimate the demand for the month of June 2022 using both the methods of Moving average and Exponential smoothing. Assume the value of smoothing constant as 0.2. Also, calculate the forecast error for both the methods, if the company realized the actual sale as 7410 in the month of June 2024.