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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 10 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-UG | **Program:** BBE | |
| **Course Code:** BBA3048 | **Course Name:** Supply Chain Risk Management | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **4** | **26** | **26** | **26** | **18** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

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| **1** | Define Supply Chain Risk Management | **2 Marks** | **Remember** | **CO1** |
| **2** | What are the Key components of an effective SCRM Strategy? | **2 Marks** | **Remember** | **CO1** |
| **3** | Which is most appropriate response to a supplier risk during a crisis? | **2 Marks** | **Remember** | **CO2** |
| **4** | Show how predictive analysis can aid in identifying early signs of supply chain disruptions. | **2 Marks** | **Remember** | **CO2** |
| **5** | Define the concept of resilience in supply chain management. | **2 Marks** | **Remember** | **CO3** |
| **6** | Find the key differences between supply chain risks and uncertainties. | **2 Marks** | **Remember** | **CO3** |
| **7** | Define what is the non-viable option for managing supply chain risks. | **2 Marks** | **Remember** | **CO4** |
| **8** | Recall an example of risk response in the Indian e-commerce sector. | **2 Marks** | **Remember** | **CO4** |
| **9** | Relate the concept of shared risks in supply chain management to a real-world example. | **2 Marks** | **Remember** | **CO5** |
| **10** | Why is scenario planning important in supply chain risk management? | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | **Bloom's Level** | **CO** |
| **11** | Classify the different types of risks in supply chain management and provide examples for each type. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **12** | Compare the traditional supply chain risk management approach with the modern, data-driven approach. | **7 Marks** | **Understand** | **CO2** |

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| **13** | Extend the concept of resilience in supply chains by discussing its long-term impact on business sustainability. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** | | | |
| **14** | Illustrate the importance of supplier relationship management in minimizing supply chain risks. | **7 Marks** | **Understand** | **CO3** |

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| **15** | Outline the steps involved in creating a comprehensive risk management plan for a supply chain. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** | | | |
| **16** | Relate the importance of sustainability in supply chain management and its connection to risk mitigation. | **7 Marks** | **Understand** | **CO4** |

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| **17** | Show how risk analysis can help in decision-making within the supply chain. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **18** | Summarize the key strategies used to handle financial risks in supply chain management. | **7 Marks** | **Understand** | **CO5** |

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| **19** | Translate the concept of "Supply Chain Integration" into practical applications. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **20** | Compare the advantages and disadvantages of onshore and offshore supply chain strategies in managing risks. | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

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| **21** | How does Maruti Suzuki address component shortages in the automotive industry using supply chain risk modelling? Explain the real-world examples of supplier diversification and inventory management. | **15 Marks** | **Apply** | **CO2** |
| **22** | Explain how Flipkart uses demand forecasting and risk modeling to manage supply chain risks during high-demand sales periods. Highlight specific tools and strategies used. | **15 Marks** | **Apply** | **CO3** |
| **23** | What strategies should businesses employ to prepare for supply chain crises through scenario planning and proactive stakeholder engagement? Illustrate with relevant examples. | **15 Marks** | **Apply** | **CO4** |
| **24** | Discuss the role of reputational management during supply chain disruptions. What steps can a business take to restore stake holder confidence and mitigate long-term reputational damage? | **15 Marks** | **Apply** | **CO5** |