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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 08 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-UG | **Program:** BBA (E Commerce & SCM) | |
| **Course Code:** BBA2014 | **Course Name**: Introduction to Supply Chain Management | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **11** | **26** | **26** | **26** | **11** |

**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** | List the activities within the purview of planning in SCM. | **2 Marks** | **Remember** | **CO1** |
| **2** | Identify types of operational cost in Supply Chain Management. | **2 Marks** | **Remember** | **CO1** |
| **3** | Describe elements of cross docking. | **2 Marks** | **Remember** | **CO2** |
| **4** | Recognize the difference between LIFO and FIFO. | **2 Marks** | **Remember** | **CO2** |
| **5** | Identify the primary sources of information for demand forecasting data. | **2 Marks** | **Remember** | **CO3** |
| **6** | List any five software applications used in SCM. | **2 Marks** | **Remember** | **CO3** |
| **7** | Describe the concept of SCM contract. | **2 Marks** | **Remember** | **CO4** |
| **8** | Define SCM Architecture. | **2 Marks** | **Remember** | **CO4** |
| **9** | Describe the practice of reverse logistics. | **2 Marks** | **Remember** | **CO5** |
| **10** | List the tasks related to agility in SCM. | **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** | Recognize the significance of SCM decision on an organization. | **7 Marks** | **Understand** | **CO1** |
|  | **Or** | | | |
| **12** | Explain the objectives of Supply Chain Management. | **7 Marks** | **Understand** | **CO1** |

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| **13** | Summarize the types of inventory Management techniques. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | |
| **14** | Explain the process of inventory management with an example of shoes brand, that engages in manufacturing and marketing activity. | **7 Marks** | **Understand** | **CO2** |

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| **15** | Recognize the steps in demand forecasting. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** | | | |
| **16** | Review the limitation of demand forecasting and strategies to address the limitation. | **7 Marks** | **Understand** | **CO3** |

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| **17** | Describe the strategies that can help the companies to address the problems of bullwhip effect. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** | | | |
| **18** | Explain the obstacles in supply chain coordination. | **7 Marks** | **Understand** | **CO4** |

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| **19** | Recognize the components of Green SCM. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** | | | |
| **20** | Classify the types of Reverse SCM. | **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** | Illustrate an effective transportation strategy for a food delivery company with hyper local aggregator business model. | **15 Marks** | **Apply** | **CO2** |
| **22** | XYZ company runs a restaurant with could kitchen business model. The owner of the company is willing to expand his business, but before that he wants to do demand forecasting through primary data so that he can be assured of informed decision making. Apprise Mr A about demand forecasting methods that are based on primary data. | **15 Marks** | **Evaluate** | **CO3** |
| **23** | Technology and business practices have experienced transformation and innovation over a period of time, hence it is important for the companies to work on restructuring their business process to ensure they are updated to respond to the changes . Illustrate the concept of supply chain restructuring with an example of company following marketplace business model. | **15 Marks** | **Apply** | **CO4** |
| **24** | Assess the types of sourcing in SCM with examples. | **15 Marks** | **Evaluate** | **CO5** |