



# PRESIDENCY UNIVERSITY

## BENGALURU

Roll No.															
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### End - Term Examinations – MAY 2025

**Date:** 24-05-2025

**Time:** 09:30 am – 12:30 pm

<b>School:</b> SOC	<b>Program:</b> BBA (E Commerce and SCM)	
<b>Course Code:</b> BBE3002	<b>Course Name:</b> Supply Chain Modeling and Design	
<b>Semester:</b> VI	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

CO - Levels	C01	C02	C03	C04	C05
<b>Marks</b>	<b>4</b>	<b>4</b>	<b>33</b>	<b>33</b>	<b>41</b>

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

#### Part A

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

**10Q x 2M=20M**

1.	Identify the attributes of a brand that can adapt pull SCM modelling	2 Marks	L1	C01
2.	Describe the practices of sustainable SCM.	2 Marks	L1	C01
3.	List the functions of warehouse management	2 Marks	L1	C02
4.	Outline the practices of Global SCM	2 Marks	L1	C02
5.	Describe the benefits of risk pooling	2 Marks	L1	C03
6.	Outline the elements of stochastic business model	2 Marks	L1	C03
7.	List the benefits of Supplier Relationship Management Practice	2 Marks	L1	C04
8.	Identify any five reasons for failure of transportation system in SCM	2 Marks	L1	C04
9.	Define forecasting	2 Marks	L1	C05
10.	Describe the benefits of having a shorter lead time in a business	2 Marks	L1	C05

#### Part B

**Answer ALL the Questions. Each question carries 7 Marks.**

**Total Marks 35M**

11.	a.	Explain the application of neural network in SCM modelling.	07 Marks	L2	C03
<b>Or</b>					

12.	a.	Describe the steps in calculation of service levels in inventory management.	07 Marks	L2	C03
13.	a.	Summarize the types of service levels in SCM.	07 Marks	L2	C03
<b>Or</b>					
14.	a.	Review the techniques adapted for setting the service levels to ensure balance in demand and supply of SCM activities.	07 Marks	L2	C03
15.	a.	Explain the risk mitigation strategies in SCM.	07 Marks	L2	C04
<b>Or</b>					
16.	a.	Summarize the factors that lead to geo political stability which can impact the functioning of supply chain modelling.	07 Marks	L2	C04
17.	a.	Review the practice of customer collaboration in SCM.	07 Marks	L2	C04
<b>Or</b>					
18.	a.	Describe the scenario of disruptions in Supply Chain Management at a Global level.	07 Marks	L2	C04
19.	a.	Recognize the components of SCM network optimization framework.	07 Marks	L2	C05
<b>Or</b>					
20.	a.	Summarize the components of SCM network optimization framework	07 Marks	L2	C05

### Part C

**Answer any Three Questions. Each question carries 15 marks**

**3Q x 15M=45M**

21.	a.	Illustrate the operational tactics that can be adapted by the companies for having an optimized SCM network	15 Marks	L3	C05
22.	a.	Wall mart is a well-known retail global brand, that is able to provide benefit of every day low pricing to its customer, the company is able to do so due to its functional efficiency and optimal operations cost. Examine the Supply Chain Modelling strategy of Walmart to understand the USP due to which the company enjoys a competitive advantage in the industry.	15 Marks	L3	C04
21.	a.	Licious is a household brand in India, the company is into manufacturing and marketing fresh meat, ready to eat food items. The company operates through its D2C app and has managed to provide quality and hygiene meat with minimal lead time. Determine the business model and factors that facilitate the company to provide good experience to the customer in shorter lead time.	15 Marks	L3	C03
22.	a.	Examine the efficiency of deterministic inventory model in comparison to stochastic inventory model.	15 Marks	L3	C05