Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 10-10-2025 **Time:** 02.00pm to 03.30pm

School: SOE/SOMS/SOL/SOD	**Program:** BCA/B.Des/BA LLB/BBA LLB/B.Com LLB	
Course Code: MEC3251	**Course Name:** Supply Chain Management	
Semester: III/V/VII/IX	**Max Marks**: 50	**Weightage**: 25%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**24**	**14**	**12**		

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 2marks. **5Q x 2M=10M**

1	Mention the three important flows in a supply chain.	**2 Marks**	**L1**	**CO1**
2	What do you mean by "Efficient Supply Chain"? Give a real-life example for the same.	**2 Marks**	**L2**	**CO1**
3	List any four hard infrastructures.	**2 Marks**	**L2**	**CO2**
4	Distribution network play very important role for the success of business. Give reasons.	**2 Marks**	**L2**	**CO2**
5	Differentiate quantitative and qualitative forecasting.	**2 Marks**	**L2**	**CO3**

Part B

Answer the Questions. **Total Marks 40M**

6.	Consider a manufacturing industry of your choice. For the selected case, explain the various stages involved in its supply chain with the help of a suitable schematic diagram.	**10 Marks**	**L2**	**CO 1**
	Or			
7.	Why is it important to adopt the Push–Pull view in supply chain	**10 Marks**	**L2**	**CO**

	architecture? Explain your answer with the help of an appropriate diagram.			**1**

8.	Successful supply chain management involves making decisions at multiple levels. Briefly elaborate on the different decision phases in SCM.	**10 Marks**	**L2**	**CO 1**
	Or			
9.	Various factors influencing supply chain performance are termed as 'Drivers of Supply Chain Performance. Explain these drivers in detail and discuss how their alignment ensures efficiency or responsiveness.	**10 Marks**	**L2**	**CO 1**

10.	Apply your understanding of distribution network designs to illustrate and explain the working of the following with suitable sketches: (i) Manufacturer storage with direct shipping (ii) Distributor storage with carrier delivery	**10 Marks**	**L3**	**CO 2**
	Or			
11.	Assume you are responsible for designing a supply chain network for a new firm. Apply your knowledge to identify and explain the factors you would consider in this design process.	**10 Marks**	**L3**	**CO 2**

12.	Apply your knowledge of forecasting to explain different techniques and illustrate how they can be used in real-world business planning.	**10 Marks**	**L3**	**CO 3**
	Or			
13.	The sales details of the car model 'Z20' manufactured by a particular car maker for the past 5 months are given below: **Jan 2025** | **Feb 2025** | **Mar 2025** | **Apr 2025** | **May 2025** 10,240 | 9,860 | 10,125 | 11,342 | 10,896 Based on the above data, estimate the demand for June 2025 using both the Moving Average method and the Exponential Smoothing method (assume smoothing constant $\alpha = 0.3$). Also, calculate the forecast error for both methods, given that the company realized the actual sales as 10,720 units in June 2025.	**10 Marks**	**L3**	**CO 3**