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PRESIDENCY UNIVERSITY

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Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: MEC2003 **Course Name:** Supply Chain Management

Semester: Seventh Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2	CO3
Marks	44	24	22

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	**List the three important flows in a supply chain.**	2	CO1	BT1
2	**What is meant by an efficient supply chain? Give a real life example for the same.**	2	CO1	BT2
3	**Name any four elements of hard infrastructure used in industrial or supply chain systems.**	2	CO2	BT1
4	**Give reasons to justify the importance of the distribution network in business operations.**	2	CO2	BT2
5	**Compare quantitative and qualitative forecasting techniques.**	2	CO3	BT2

PARTB: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
06.A	**With reference to a manufacturing industry of your choice, describe the stages involved in its supply chain. Support your answer with a suitable diagram.**	10	CO1	BT2
06.B	**Discuss the significance of the Push–Pull concept in supply chain architecture. Support your explanation with a neat diagram.**	10	CO1	BT2
07.A	**Supply chain management requires decision-making at multiple levels. Elaborate on the various decision phases in Supply Chain Management.**	10	CO1	BT2
07.B	**Explain the major drivers of supply chain performance and discuss how their alignment leads to supply chain efficiency or responsiveness.**	10	CO1	BT2

PARTC: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
08.A	**Apply your knowledge of distribution network designs to real-world business contexts. With the help of neat diagrams, explain the operation of the following distribution network structures and connect each to a suitable real-world industry or company example: (i) Manufacturer storage with direct shipping (ii) Distributor storage with carrier delivery**	10	CO2	BT3

<table>
<tr><td>08.B</td><td>Apply your understanding of forecasting to describe different techniques and explain how they support real-world business planning.</td><td>10</td><td>CO3</td><td>BT3</td></tr>
<tr><td>09.A</td><td>Assume you are a supply chain manager for a newly established firm. Apply your understanding of supply chain network design to identify and explain the key factors you would consider while designing an effective supply chain network for the firm.</td><td>10</td><td>CO2</td><td>BT3</td></tr>
<tr><td>09.B</td><td>The monthly sales details of a consumer electronics product ‘S10’ (Smart LED Television) manufactured by a company for the past five months are given below::
<table>
<tr><td>Oct 2025</td><td>Nov 2025</td><td>Dec 2025</td><td>Jan 2026</td><td>Feb 2026</td></tr>
<tr><td>9,540</td><td>8,860</td><td>9,125</td><td>10,342</td><td>9,896</td></tr>
</table>
Based on the above data:
Estimate the demand for March 2026 using the Moving Average method, and the Exponential Smoothing method (assume smoothing constant □ =0.3).
The actual sales realized in March 2026 were 10,720 units. Calculate the forecast error for both forecasting methods.</td><td>10</td><td>CO3</td><td>BT3</td></tr>
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