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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF COMMERCE**

**MID TERM EXAMINATION-SET 1**

**Winter Semester:** 2021 - 22

**Course Code:** BBA 2014

**Course Name:** Introduction to Supply Chain Management.

**Program & Sem:** BBA-Ecommerce and SCM

**Date:** 13/May/2022

**Time:** 10:00AM – 11:30AM

**Max Marks:** 50

**Weightage:** 30%

**Instructions:**

(i) *Read the all questions carefully and answer accordingly.*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries ONE mark.**

**(10Qx 1M= 10M)**

- Inventory exist in supply chain because of a mismatch between \_\_\_\_\_ & \_\_\_\_\_. Pick from given choices. (Supplier and Availability, Supplier and Buyer, Scarcity and Buyer, Demand and Supply) (C.O.No.1) [Knowledge]
- Expand FTL. (C.O.No.1) [Knowledge]
- Supply chain activities consists of \_\_\_\_\_, \_\_\_\_\_ and Funds flows between the partners. Fill in the blanks. (C.O.No.1) [Knowledge]
- Pull process is a \_\_\_\_\_ process while Push Process is a \_\_\_\_\_ process. Fill in the blanks. (C.O.No.1) [Knowledge]
- Transportation Strategy is building \_\_\_\_\_ of transportation for a given product. Pick from the given choices. (Route, schedule, design, timings) (C.O.No.2) [Knowledge]
- In the cycle's view of SC process, the cycles are performed at the \_\_\_\_\_ between two successive stages of a supply chain. Fill in the blanks. (C.O.No.1) [Knowledge]
- According to Chopra and Meindl (2001), SCM engages the management of flows between and among the stages of supply chain to \_\_\_\_\_ the total cost. (Maximize, control, maintain, minimize) (C.O.No.1) [Knowledge]
- Two of the many objectives of SCM are \_\_\_\_\_ & \_\_\_\_\_. Fill in the blanks. (C.O.No.1) [Knowledge]
- Supply chain has three key parts which are \_\_\_\_\_, \_\_\_\_\_ and Distribution. Fill in the blanks. (C.O.No.1) [Knowledge]
- Cycle inventory is the \_\_\_\_\_ of inventory used to satisfy demand between each receipts from the supplier. (Minimum amount, maximum amount, average amount, ordered amount) (C.O.No.1) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each question carries FIVE marks.**

**(5Qx5M=25M)**

- The bathroom spray brand Poo-Pourri had been in operation for six years when a viral video saw its order volumes skyrocket virtually overnight. Almost simultaneously, the company's manufacturer announced they could not ship sprayers for nearly four months. With decoupled inventory, the business could possibly have avoided an inventory management nightmare. Explain how decoupled inventory at Poo-Pourri could have benefitted the firm. (C.O.No.2) [Comprehension]

12. Like inventory, transportation too has a great impact on both responsiveness and efficiency of the supply chain. Elaborate with relevant examples. (C.O.No.2) [Comprehension]
13. In what way do the supply chain flows affect the success or failure of a firm like Amazon? (C.O.No.1) [Comprehension]
14. The processes in a supply chain are divided into a series of cycles; describe the cycle view of supply chain in detail. (C.O.No.1) [Comprehension]
15. Streamlining the supply chain, from point of origin to point of sale is one the objective of cross docking. Explain the meaning of cross docking? (C.O.No.2) [Comprehension]

### **Part C [Problem Solving Questions]**

**Answer the Question. The question carries FIFTEEN marks.**

**(1Qx15M=15M)**

16. Supply chain management lays emphasis on bringing down the operational expenses of a business. Explain the objectives of Supply chain Management USING amazon or Flipkart as an example. (C.O. No. 1) [Application]



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END-TERM EXAMINATION**

**Winter Semester:** 2021 - 22

**Date:** 1<sup>st</sup> July 2022

**Course Code:** BBA 2014

**Time:** 09:00AM to 12.30 PM

**Course Name:** Introduction to Supply Chain Management

**Max Marks:** 100

**Program & Sem:** BBA Logistics & Supply Chain & II Sem

**Weightage:** 50%

**Instructions:**

*(ii) Read the all questions carefully and answer accordingly.*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries THREE marks**

**(10Qx 3M= 30M)**

1. What is meant by green supply chain management? (CO5 Knowledge)
2. The bullwhip effect is also known as \_\_\_\_\_? Mention any two reason why does it occur? (CO4 Knowledge)
3. List out at least three reasons that necessitate demand forecasting in supply chain management. (CO3 Comprehension)
4. Explain how RFID technology helps in inventory management. (CO2 Comprehension)
5. What are time series data? (CO3 Comprehension)
6. Boeing's 787 Dreamliner's production was affected due to shortage of fasteners-bolts. List three reasons. why new suppliers are important in manufacturing (CO5 Comprehension)
7. The processes in a supply chain are divided into a series of cycles; describe the cycle view of supply chain in detail. (CO1 Comprehension)
8. Discuss the time frame concepts in demand forecasting. (CO3 Comprehension)
9. What are the three approaches to risk sharing of vendors and manufacturing that increase overall supply chain profits? (CO5 Knowledge)
10. What is meant by fill rate? How does Seven-Eleven deal with this? (CO3 Knowledge)

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each question carries EIGHT marks.**

**(5Qx8M=40M)**

11. Netflix has agreed to pay its suppliers a portion (probably in the range of 30-45%) of its rental income in exchange for a reduction in the initial price per feature film from \$70 to \$56. The impact of revenue sharing contract at Netflix has been dramatic. Suggest from your view point how revenue sharing contract will benefit the company for effective supply chain and logistics operation? (CO5 Knowledge)

12. A push-cart retailer sells on average 10 ice-creams per day in summer season. With an extreme heatwave in Chennai, the sales increase to 30 units per-day. In order to meet this new demand, he

increases his forecast to his supplier (Kwaqlity Ice-creams) 60 units per day. Suggest Kwaqlity Ice-creams some best countering measures to extract meaning full demand data?

(CO4 Comprehension)

**13.** Should the members of supply chain maximize individual profits in order to increase the overall supply chain surplus? Explain. (CO1 Comprehension)

**14.** Distinguish the various types of inventories. Explain your answer using an example.

(CO2 Comprehension)

**15.** Honda, Ikea and Toyota have moved away from traditional arm's length relationships towards strategic relationships with their suppliers. Elucidate how by strategic supplier integration can lead to better product quality and greater flexibility. (CO4 Comprehension)

### **Part C [Problem Solving Questions]**

**Answer both the Questions. Each question carries FIFTEEN marks.**

**(2Qx15M=30M)**

**16.** Reliance Infocomm in the process of laying the fiber optic cables questioned the sequence of operations by re-sequencing activities. They brought optical cables last, but at the time of trenching they laid the conduit having opening at several places through which the optical fiber cables could be inserted at a later stage. After completing the time-intensive trenching work, the optical fibers were procured and cables laid and the network is made ready for operations.

1. Bring out the salient features of restructuring the supply chain process architecture that Reliance has innovated in the above scenario.
2. Write down the steps in this restructuring process
3. How did Reliance effectively change the shape of the value curve? (CO4, Applications)

**17.** With nearly 1000 products, HLL distributes them nationally through a network of four warehouses, more than 40 agents, 7,500 wholesalers and a number of large institutional customers. HLL, in its endeavor to move from the existing push-based planning system to a pull-based system, wanted to build a Supply Chain Management (SCM) solution that would ensure informed decisions are made during procurement, manufacturing, replenishment and distribution. Specifically, the distribution operation was suffering because of a high margin of errors. There were frequent instances of excess finished-goods inventory reaching HLL's distribution centers. This problem was compounded by increasing instances of out-of-stock inventory, which led to demand-supply mismatches. Finally, the system was not able to handle the dynamic nature of the company's source-destination network, and adversely affected the demand-fulfillment rates.

1. HLL required you to provide a solution that could provide visibility across its supply chain. (CO3, Comprehension)