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PRESIDENCY UNIVERSITY BENGALURU

SCHOOL OF MANAGEMENT MID TERM EXAMINATION - APR 2023

Semester : Semester IV - 2022-23

Course Code : BBA3047

Course Name : Sem IV - BBA3047 - Supply Chain Modeling and Design

Program : BBE

Date : 15-APR-2023

Time : 9.30 AM - 11.00 AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

1. a) Customer perception of a product is _____
 b) Customer's measure it with indicator such as _____
 a) a) "the value" (CO1) [Knowledge]
 b) "his/her need"
 b) a) "based on his/her requirements"
 b) "Taste"
 c) a) "give-versus-get" trade-off concept, "
 b) "fair price"
2. Forecast horizon identifies _____ of the actual event a forecast is made. The forecast horizon must be _____ to the lead time of the decision that is driven by the forecast.
 a) how far in advance of the actual event and greater than or equal (CO2) [Knowledge]
 b) how near of the actual event and less than actual
 c) how of the actual event and actual
3. The name of the concept that causes fluctuations that are short-term periods and are fairly regular but caused by man-made or weather factor is _____
 a) Cyclic Variations (CO1) [Knowledge]
 b) Trend
 c) Seasonal Variations

4. The linkage between the Supplier, Manufacturer, and Customer and what involves the process of planning, implementing and controlling supply chain operations is _____
- a) Purchase department (CO2) [Knowledge]
 - b) client's processes and data
 - c) Enterprise Resource Planning
5. The process that are involved in replenishing retailer inventory in a SCM process is _____
- a) Order Trigger, Order Entry, Supplier delivery, Order receiving at Customer (CO1) [Knowledge]
 - b) Order Trigger, Order Entry, Order fulfillment, Order receiving
 - c) Order Trigger, Order Entry, Supplier delivery, Order return.
6. SCOR Model –supply chain operations reference model is a leading supply chain framework. Explain its components and how does these components help SCM modelling.
- (CO1) [Comprehension]
7. "Companies may operate out of one warehouse, but you have to think about the product". Samir Dani, Professor of Logistics and SCM at University of Huddersfield's Business School said this in what context of warehouse issues in the famous case study "Why didn't the chicken cross the road?". Explain the key performance indicators of GOOD SCM software that could have been in place
- (CO2) [Comprehension]
8. ERP is the linkage between the Supplier, Manufacturer, and Customer and involves the process of planning, implementing and controlling supply chain operations. Explain using an example of SAP software how ERP helps a computer manufacturer in his SCM.
- (CO2) [Application]