

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021

**Course Code :** BBA2014

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

**Program :** BBA

**Date :** 08-JAN-2024

**Time :** 1:00 PM - 4:00 PM

**Max Marks :** 100

**Weightage :** 50%

**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.

**PART A**

**ANSWER ALL THE QUESTIONS**

**5 X 2M = 10M**

1. Railroads have the largest percentage of intercity freight ton-miles, but motor carriers have the largest revenue. How do you explain this relationship ?  
(CO1) [Knowledge]
2. What does a company's information system need to deliver to different parties who need to access the supply chain information of an organisation, whether they be employees, suppliers, logistics service providers or customers?  
(CO2) [Knowledge]
3. In what way can improper incentives lead to a lack of co-ordination in a supply chain? What counter measures can be used to offset this effect?  
(CO3) [Knowledge]
4. Compare and contrast the customer service, customer satisfaction, and customer success philosophies of supply chain management  
(CO4) [Knowledge]
5. Define 'Bullwhip effect'.  
(CO5) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10M = 50M**

6. Assume you work for a pharmaceutical company and you are faced with an unprecedented nationwide recall. The product in question is not considered a threat, but the recall has high profile in the public news media. How would you proceed? Be specific concerning your sequence of actions, supporting logic and public relations initiatives.  
(CO1) [Comprehension]
7. Why are the four primary service outputs of spatial convenience, lot size, waiting time, and product variety important to supply chain management? Provide examples of competing firms that differ in the level of each service output provided to customers.  
(CO2) [Comprehension]
8. Calculate the EOQ with the given information:  
Annual demand volume      2400 units  
Unit value at cost            Rs. 5.00  
Inventory carrying cost %    20% annually  
Ordering cost                 Rs. 19.00 per order  
(CO3) [Comprehension]
9. Describe supply chain coordination and the bullwhip effect, and their impact on supply chain performance?  
(CO4) [Comprehension]
10. Demand for the Deskpro computer at Best Buy is 1,000 units per month. Best Buy incurs a fixed order placement, transportation, and receiving cost of Rs. 4000 each time an order is placed. Each computer costs Best buy Rs. 500 and the retailer has a holding cost of 20%. Evaluate the number of computers that the store manager should order in each replenishment lot. Calculate EOQ, annual ordering and holding cost.  
(CO5) [Comprehension]

**PART C**

**ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. **Using one-tail statistical application calculate standard deviation of daily demand**

Units	Frequency (Fi)
0	1
1	2
2	2
3	3
4	4
5	5
6	3
7	3
8	2
9	2
10	1

- (CO3) [Application]
12. Organized retailing underway in India is likely to impact the traditional distribution channels and transform the same radically. What major changes do you visualise taking place in the agricultural produce distribution system in India, and how do you see the existing channels responding to the same?  
(CO4) [Application]