|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No |  |  |  |  |  |  |  |  |  |  |  |  |

****

**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA 2014

**Course Name**: Introduction to supply chain management

**Program**: BBA

**Date**: 01 / July / 2024

**Time**: 09.30am-12.30pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define supply chain management (C.O.No.1) [Knowledge]

2. “Green supply chain is a strategy used in Logistics” Comment (C.O.No.1) [Knowledge]

3. Why is it important to consider uncertainty when evaluating supply

chain design decision? (C.O.No.2) [Comprehension]

4. Identify factors influencing supply chain network decisions. (C.O.No.2) [Comprehension]

5. Elaborate on the role of cycle inventory in supply chain. (C.O.No.2) [Comprehension]

6. Define reverse logistics (C.O.No.2) [Comprehension]

7. State the relationship between total logistic cost and the number of facilities in distribution network. (C.O.No.3) [ Application]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Some of the biggest companies and industries in the world are shifting to a more strategic approach to how they see their supply chain, and as a result, many are finding new solutions to new problems. Illustrate with an example. (C.O.No.1) [Knowledge]

9. Discuss the goal of supply chain and explain the impact of supply chain

decision on success of the firm. (C.O.No.1) [Knowledge]

10. Discuss the difference between lot-sized-based and volume based

quantity discounts and when are quantity discounts justified in a

Supply chain? (C.O.No.2) [Comprehension]

11. Consider the supply chain involved when a customer purchases a book at a bookstore.

Identify the cycles in this supply chain and the location of the push/pull boundary. (C.O.No.2) [Comprehension]

12. Assume that you received a project cargo from USA. You imported heavy machinery in fully knocked down and semi knocked down conditions at Mangalore port. You are supposed to take the machinery to Shimoga factory. What are the steps you take in moving the Cargo from onboard to the trailer? (C.O.No.2) [Comprehension]

13. State the factors to be considered in deciding whether to “make and supply” or “to buy and supply” Blood pressure measuring kits for hospitals in developing rural markets in India. (C.O.No.2) [Comprehension]

14. A specialty chemical company is considering expanding its operations

into Brazil, when five companies dominate the consumption of specialty

chemicals. What sort of distribution network should this Company

utilize? (C.O.No.3) [Application ]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. In what way do supply chain flows affect the success or failure of a firm

such as Amazon? List two supply chain decisions that have a significance

impact on supply chain Profitability. (C.O.No.1) [Knowledge]

16. Suggest the factors to be considered for locating a centralized kitchen to cook biryani for a chain of restaurants. Also suggest an appropriate facility location model. State your assumptions. (C.O.No.1) [Knowledge]

17. A good, strong and effective customer service ensures happy and satisfied customers and clients. This not only means a repeat clientele, but it also means good advertisement for the brand. A happy client refers the brand or company to other partners, coworkers, friends,etc. It is a chain reaction, in this context identify the importance of SCM in improving customer services? (C.O.No.1) [Knowledge]