

Total No. of Questions : 5]

SEAT No. :

P3811

[4870] - 3016

[Total No. of Pages : 2

M.B.A.

SUPPLY CHAIN MANAGEMENT SPL.

**305 : Essentials of Supply Chain Management
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*
- 6) *Your answer should be specific and to the point.*

Q1) a) Define Supply Chain? Explain in detail Generalized supply chain model. **[10]**

OR

b) Explain the concept of supply chain. Discuss 21st century supply chain. **[10]**

Q2) a) i) Write short note on Push based supply chain. **[5]**

ii) Write short note on Structure of Supply chain. **[5]**

OR

b) Explain Agile Supply chain. Describe tradeoff between Push and Pull. **[10]**

Q3) a) Explain briefly Total Supply Chain Management with suitable example. **[10]**

OR

b) Discuss “Impact of globalization and technological revolution under Total SCM”. **[10]**

P.T.O.

Q4) a) Explain in details Distribution management in Supply Chain management. **[10]**

OR

b) i) Write short notes on Inventory Management. **[5]**

ii) Write short notes on resources and capacity management. **[5]**

Q5) a) What is customer satisfaction? Explain limitation of customer satisfactions. **[10]**

OR

b) Explain value added services. Discuss Customer value requirement mapping. **[10]**

