

MBA 814**MSP-62**

**M.B.A. DEGREE EXAMINATION –
JANUARY 2009.**

(AY 2005-06 batch onwards)

SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not
exceed 2 pages.

Answer for 15 marks questions should not
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. Identify factors influencing supply chain network design decisions.
2. Why information and information technology is important in a supply chain?
3. Identify the financial factors that influence supply chain performance.

4. What is the role of safety inventory in a supply chain?
5. What are the major drivers of supply chain performance? Explain briefly.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

6. Describe the major obstacles that must be overcome to manage a supply chain successfully.
7. Evaluate the strengths and weaknesses of different modes of transportation.
8. Discuss in detail the role of E-Business in a supply chain.
9. Explain the principles of logistics information.
10. How does an organization manage supply to improve synchronization in the supply chain in the face of predictable variability?
11. Discuss the importance of expanding the scope of strategic fit across the supply chain.
12. Explain the various related costs found in practice while estimating cycle inventory.