Enrollment No: _____   Exam Seat No: _____

C.U. SHAH UNIVERSITY
Summer Examination-2019

Subject Name: Supply Chain Management

Subject Code: 4MS06SCM1   **Branch: B.B.A**

Semester: 6   **Date: 30/04/2019**   **Time: 10.30 To 01.30**   **Marks: 70**

Instructions:
(1) Use of Programmable calculator & any other electronic instrument is prohibited.
(2) Instructions written on main answer book are strictly to be obeyed.
(3) Draw neat diagrams and figures (if necessary) at right places.
(4) Assume suitable data if needed.

Q-1   **Attempt the following questions:**   (14)

    a) What is product?   1
    b) What is distribution channel?   1
    c) What is warehouse?   1
    d) What is the purpose of supply chain management.?   1
    e) State types of distribution channel   1
    f) What is inventory?   1
    g) Which are the major decision areas of supply chain management?   1
    h) What is outsourcing?   1
    i) What do you mean by communication?   1
    j) State the types of transportation.   1
    k) What is ERPs?   1
    l) Give full form of VMI   1
    m) What is Mapping?   1
    n) What is Bar-code?   1

Attempt any four questions from Q-2 to Q-8

Q-2   **Attempt all questions**   (14)
    1 Discuss the role of supply chain manager in organization.   **7**
    2 Discuss the role of technology for supply chain management.   **7**

Q-3   **Attempt all questions**   (14)
    1 Explain characteristics of supply chain management.   **7**
    2 Explain the benefits and limitations of Demand Forecasting.   **7**

Q-4   **Attempt all questions**   (14)
    1 Write a short note on Benchmarking   **7**
    2 Short Note: Activity based costing.   **7**

Q-5   **Attempt all questions**   (14)

	1	Explain motives of holding inventory.	**7**
	2	Write note: logistics.	**7**

Q-6		**Attempt all questions**	**(14)**
	1	Discuss the importance of supply chain management.	**7**
	2	Describe the role of outsourcing in supply chain management?	**7**
Q-7		**Attempt all questions**	**(14)**
	1	Define Data Warehousing. State merits and demerits of the same.	**7**
	2	Write note: Inventory management.	**7**

Q-8		**Attempt all questions**	**(14)**
	1	Discuss the problems for implementing SCM	**7**
	2	Explain how products features influence the supply chain design?	**7**