

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)

CLASS: MBA  
BRANCH: MBA

SEMESTER: IV  
SESSION: SP/2023

SUBJECT: MT558 SUPPLY CHAIN MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

**INSTRUCTIONS:**

1. The paper contains five questions, each of 10 marks and 50 marks.
  2. Attempt all questions.
  3. Ensure you have the correct question paper before attempting the question paper.
  5. Draw supply chain design, flow diagram and model wherever required for better answering.
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- Q.1(a) 'Decision making in supply chain depends upon the flow dynamics of information and materials' Do you agree? Understand this in support of the statements [5]
- Q.1(b) with a ' flow diagram of supply chain operations' and take a business example from the service sector. [5]
- Q.2(a) Explain the bullwhip effect in business. How the industry responds to the effect. [5]
- Q.2(b) Draw a Collaborative Planning, Forecasting and Replenishment policy framework under supply chain dynamics (flow diagram) for a dairy product firm. [5]
- Q.3 Discuss any TWO ( with design/diagram/sketch/flow process which is suitable to better explanation) [5X2=10]
- a. Hub and Spoke model applies to any distribution firm.
  - b. Reverse Logistics with an e-commerce firm
  - c. Vendor Managed Inventory for any retail firm.
- Q.4 Discuss with real-life examples (any TWO) the significant difference between [5X2=10]
- a. Bar-coding vs Cross-docking
  - b. Third-Party Logistics ( 3 PLs) vs Fourth Party Logistics ( 4 PLs) providers
  - c. Strategic partnership with the suppliers vs Strategic partnership with the customers.
- Q.5(a) Peter England is a famous brand in the apparel sector. Draw a Chain Operations Reference (SCOR) Model including several components, which repeat continuously in a process that begins with the supplier and finishes through the customer. [5]
- Q.5(b) Draw a Supply Chain Benchmark Model for Asian Paint Limited (a Paint industry). [5]

::::::26/04/2023::::::E