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Course Code 

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Sixth Semester B.E. Degree Examinations, May/June 2025

**SUPPLY CHAIN MANAGEMENT**

Duration: 3 hrs

Max. Marks: 100

**Note:** 1. Answer any FIVE full questions, choosing ONE full question from each module.  
 2. Missing data, if any, may be suitably assumed.

| <u>Q. No</u>           | <u>Question</u>                                                                                                                                          | <u>Marks</u> | <u>(RBTL:CO:PI)</u> |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------|
| <b><u>Module-1</u></b> |                                                                                                                                                          |              |                     |
| 1.                     | a. Explain the supplier-manufacturer-customer chain with a neat block diagram. Describe the role of each entity.                                         | 10           | (2:1:1.4.1)         |
|                        | b. Discuss how supply chain performance contributes to achieving competitive advantage for a business.                                                   | 10           | (2:1:1.4.1)         |
| <b>(OR)</b>            |                                                                                                                                                          |              |                     |
| 2.                     | a. Explain supply chain strategy and discuss how it aligns with the overall business strategy of an organization.                                        | 10           | (2:1:1.4.1)         |
|                        | b. Discuss the enablers/drivers of supply chain performance. Explain how each driver contributes with suitable examples.                                 | 10           | (2:1:1.4.1)         |
| <b><u>Module-2</u></b> |                                                                                                                                                          |              |                     |
| 3.                     | a. Explain the process of identifying core processes in supply chain management. Why is core process identification important for outsourcing decisions? | 10           | (2:2:1.4.1)         |
|                        | b. Differentiate between market and hierarchy models in managing supply chain relationships with suitable examples.                                      | 10           | (2:2:1.4.1)         |
| <b>(OR)</b>            |                                                                                                                                                          |              |                     |
| 4.                     | a. Describe the process of contract negotiation with suppliers. What are the key elements of a good supply contract?                                     | 10           | (2:2:1.4.1)         |
|                        | b. Explain the concept and steps involved in creating a world-class supply base.                                                                         | 10           | (2:2:1.4.1)         |
| <b><u>Module-3</u></b> |                                                                                                                                                          |              |                     |
| 5.                     | a. Explain the stores accounting process and its importance in effective warehouse management.                                                           | 10           | (2:3:1.4.1)         |
|                        | b. Discuss the concept of value analysis in supply chain management. How does it lead to cost reduction?                                                 | 10           | (2:3:1.4.1)         |
| <b>(OR)</b>            |                                                                                                                                                          |              |                     |
| 6.                     | a. Explain the role of the distribution network in supply chain management. Discuss various distribution strategies.                                     | 10           | (2:3:1.4.1)         |
|                        | b. Explain the models used for facility location and capacity allocation in supply chain network design.                                                 | 10           | (2:3:1.4.1)         |

#### **Module-4**

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|----|----|--------------------------------------------------------------------------------------------------------------------------|----|-------------|
| 7. | a. | Explain how uncertainty impacts supply chain network design. Suggest strategies to handle uncertainty in network design. | 10 | (3:4:1.4.1) |
|    | b. | Explain pricing strategies commonly used in supply chain revenue management.                                             | 10 | (2:4:1.4.1) |

**(OR)**

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|----|----|------------------------------------------------------------------------------------------------------------------------|----|-------------|
| 8. | a. | Describe multi-item inventory management systems. What are the challenges associated with managing multiple items?     | 10 | (2:4:1.4.1) |
|    | b. | Explain supply chain network optimization with a suitable example. What are the trade-offs involved in network design? | 10 | (3:4:1.4.1) |

#### **Module-5**

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|----|----|----------------------------------------------------------------------------------------------------------------|----|-------------|
| 9. | a. | Discuss supply chain integration. How does integration build partnership and trust among supply chain members? | 10 | (2:5:1.4.1) |
|    | b. | Explain effective forecasting techniques used in supply chain management. How do they reduce uncertainty?      | 10 | (2:5:1.4.1) |

**(OR)**

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|-----|----|------------------------------------------------------------------------------------------------------------------|----|-------------|
| 10. | a. | Discuss E-Business in supply chain management. How does e-commerce integration improve supply chain performance? | 10 | (2:5:1.4.1) |
|     | b. | Explain reverse supply chain with examples. Discuss the challenges in implementing a reverse supply chain.       | 10 | (2:5:1.4.1) |

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