

M. Com Management
Part - 2

Time: 2 Hours

Sem - 4th

12/06/23

Marks: 60

- Note: 1. All questions are compulsory
2. Figures to the right indicate full marks

- 1) a) What is Supply Chain Management? Explain its features. (15)
b) Discuss the various strategies of Supply Chain Management.

OR

- c) Discuss the evolution of Supply Chain Management.
d) Explain the various channels of distribution for industrial goods.

- 2) a) What are the Global market forces that affect the Global SCM? (15)
b) What are the strategies to improve customer service in SCM?

OR

- c) What are the types of Global Supply Chain?
d) Discuss the value of customers in Supply Chain Management.

- 3) a) Discuss the various changes in the logistic environment. (15)
b) What are the functions of warehousing?

OR

- c) Discuss the reasons for Reverse Logistics.
d) Explain the factors influencing Material Planning.

- 4) A) Fill in the blanks with appropriate options: (05)

1) _____ is not an Internal Category of performance Measurement in SCM.
(Cost, Productivity, Customer service, Customer Perception Management)

2) _____ forces cause a firm to seek competitive advantages through the careful utilization
of exchange rates or non-tariff barriers.

(Political, Social, Economic, Technological)

3) 3PL stands for _____.

(Three Point Logistics, Third Party Logistics, Third Point Logistics, Three Pro-bound
Logistics)

4) _____ inventories are called as 'Transit' or 'Pipeline' inventories.

(Movement, Buffer, Anticipation, Decoupling)

5) _____ logistics includes various attempts to measure and minimize the ecological impact of logistics activities.

(Disposal, Reverse, Ozone, Green)

B) State whether the following statements are true or false: (05)

- 1) The term supply chain management entered the public domain due to Keith Owen.
- 2) Material is not among the 5 Ms of industrial organisation.
- 3) B2B supply chain have majorly shifted to the internet.
- 4) Vilfredo Pareto was a French economist and philosopher.
- 5) Forrester Effect is known as the Bull Whip Effect.

C) Match the following: (05)

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|----------------------|------------------------------------|
| 1) Use of Automation | a) Tenders |
| 2) Water Transport | b) Eliminate Geographical Barriers |
| 3) Markov Chain | c) Most Economical |
| 4) E-Marketplace | d) Memorylessness |
| 5) Indent Management | e) 1940s and 1950s |

OR

4) Write short notes on: (Any Three) (15)

- a) Use of internet in SCM
- b) E-Logistics
- c) Demand Planning
- d) Importance of Inventory Control
- e) Enterprise Resource Planning (ERP)
