

June 2016

Bachelor of Business Administration (BBA) Examination

IV Semester

Supply Chain Management

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any three questions from Section A. Each question in this section carries 16 marks. Attempt any two questions from Section B. Each question in this section carries 16 marks.

Section A

1. Discuss the benefits gained by firms having good logistic management. Discuss the different drivers of supply chain.
2. Explain the scope and objectives of material management. Discuss the role of sourcing strategy in supply chain.
3. Discuss the concept of logistic network design. Why it is required by any firm ? Also discuss the functions of packaging.
4. How effectiveness of inventory management is measured ? Elaborate your answer. Also discuss the functions of warehousing.
5. Write short note on the following :
 - (a) Push-pull Based Supply Chain
 - (b) SCOR Model
 - (c) Role of IT in Supply Chain.

Section B

6. ABC company predicted the sales for a product as 150 units for February 2016. Actual demand for february 2016 was 158 units. Using a smooth constant (d) of 0.3, forecast the demand for March 2016.
7. The table below shows the monthly demand over 6 months period for a product :
 - (a) Determine the forecast of demand for the 7th month using 3 month simple average method.
 - (b) If the weighted given for the demand for 6th, 5th and 4th months are 0.5, 0.3, 0.2 respectively. Determine the forecast of demand for 7th month using weighted moving average method:

Month	:	1	2	3	4	5	6
Demand (units)	:	120	130	110	140	110	160