

**Course Code: 20MBA271****Course Name: SUPPLY CHAIN MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks*

Marks

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|---|--|-----|
| 1 | Explain any four core functions of supply chain management.        | (2) |
| 2 | What is drop shipping?   | (2) |
| 3 | Explain the importance of forecasting with regard to a wholesaler. | (2) |
| 4 | What is safety inventory? Give its importance.                     | (2) |
| 5 | Differentiate between 3PL and 4PL.                                 | (2) |

**PART B***Answer any 3 questions. Each question carries 10 marks*

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|----|---|------|
| 6  | Explain the different Aggregate planning strategies.                | (10) |
| 7  | Explain the factors influencing the network design decisions.       | (10) |
| 8  | Explain the challenges in achieving a supply chain strategic fit.   | (10) |
| 9  | Explain the role of IT in supply chain management                   | (10) |
| 10 | Explain the different modes of transportation and their advantages. | (10) |

**PART C***Compulsory question. This question carries 20 marks*

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|----|---|------|
| 11 | You are a young entrepreneur planning to create a mango soft drink company to target the South Indian market. | (20) |
|    | a. Explain your supply chain strategy? (10 marks)   |      |
|    | b. Where will you locate your factory and why? (5 marks)  |      |
|    | c. Draw your planned distribution channel and justify. (5 marks)  |      |

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