

Indian Maritime University
(A Central University, Govt. of India)
End Semester Examinations– December 2023
Programme Name: BBA (Maritime Logistics)
Semester: Third
Subject Code: UG32T1304
Subject Name: Supply Chain Management

Date: 13.12.2023	Max Marks: 70
Duration: 03 Hrs	Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

SECTION – A

(10 x 01= 10 Marks)

ANSWER ALL OF THE FOLLOWING QUESTIONS

1. The value chain of supply chain management focuses on speedier _____.
 - a. Flow of cash
 - b. Flow of goods
 - c. Flow of value and information
 - d. All of the above
2. Which among the following is a decision phase in supply chain?
 - a. Customer relationship management
 - b. Production schedule
 - c. Supply chain operation
 - d. Supply chain orientation
3. Which of the following is not an operational factor in global logistics?
 - a. Product development
 - b. Transportation
 - c. Packaging
 - d. Insurance

4. _____ refers to producing the product at a low-cost location that may be far from the market.
- Offshoring
 - Onshoring
 - Near-shoring
 - None of the above
5. The steps taken to move and store a product from the supplier stage to a customer stage in the supply chain are referred to as _____.
- Transportation
 - Retailing
 - Wholesaling
 - Distribution
6. An intermediary can increase the supply chain surplus by aggregating inventories across a large numbers of customers. This is called _____.
- Capacity aggregation
 - Warehouse aggregation
 - Inventory aggregation
 - Relationship aggregation
7. When an organization owns its suppliers it is known as _____?
- Downstream supplier collaboration
 - Upstream vertical integration
 - Downstream vertical integration
 - Upstream supplier collaboration
8. _____ fulfilment is the most important customer service attribute that can be successfully done through the IT-enabled supply chain integration.
- Order
 - Service
 - Customer expectations
 - Inventory
9. The term bullwhip effect is most closely related to _____.
- Assertive customers
 - Demand variations
 - Return of inventory
 - Inventory security

10. Total logistics costs for a supply chain network are a sum of _____.
a. Inventory and Facility costs
b. Inventory, Facility, and Distributor costs
c. Facility, Transportation, and Distributor costs
d. Inventory, Transportation, and Facility costs

SECTION – B

(05 x 02= 10 Marks)

ANSWER ALL OF THE FOLLOWING QUESTIONS

11. Describe International supply chain.
12. Write a short note on Strategic decisions in Supply chain management.
13. What is Economic order quantity?
14. What do you mean by Customer service?
15. Briefly explain Supply chain network design.

SECTION – C

(05 x 10= 50 Marks)

ANSWER ANY FIVE OUT OF SEVEN OF THE FOLLOWING QUESTIONS

16. Describe the concept and features of Supply chain management.
17. Explain the supply chain drivers and its impact on the performance of the supply chain.
18. Critically examine the role of transportation in supply chain.
19. Elucidate how supply chain relationships can be transformed into harmonious relationships.
20. What are the advantages and disadvantages of using third party logistics?
21. What do you mean by supply chain vulnerability? Explain the reasons why modern supply chains have become more vulnerable to risk.
22. Discuss in detail the major obstacles to coordination in a Supply chain.
