

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, May 2024
BBA, Semester III, 2023-2024

Roll No.....

OP1125: SUPPLY CHAIN MANAGEMENT

Time: 2 hours

Max. Marks: 35

Instructions to students:

1. Do not write anything other than your roll number on the question paper.
2. This is an open book open notes exam, however, use of digital resources like mobiles and laptops is not allowed.

Q. 1 Match the options in Column 1 with the most appropriate options in the column 2
(Use the format 1 – A, 2- B in your answer sheet to mention the answers).

Q.1.1

Column 1	Column 2
1. Make-to-stock	A. Buyer and supplier interface
2. Supply chain efficiency	B. Quick response
3. Information systems	C. Supply chain planning
4. Cycle view	D. Lowest cost
5. Modularity	E. Supply chain strategy
6. Supply chain responsiveness	F. Anticipated customer demand (e.g., Raymonds)
7. Assemble-to-order	G. Postponement
8. Inventory policies	H. Components assembled to make products (e.g., Dell)
9. Placing replenishment orders	I. Supply chain operation

3.0
(LO1)

Q.1.2

Column 1	Column 2
1. Order visibility	A. Data and analysis
2. Buffer stock	B. Raw material, WIP, finished goods
3. Safety stock	C. Offering different products
4. Facilities	D. Order tracking by customers
5. Transportation	E. Demand exceeds expectations
6. Information	F. Physical locations
7. Product variety	G. Inventory cushion
8. Inventory	H. Duration for launching a new product
9. Time to market	I. Changing physical coordinates of an item

3.0
(LO1)

Q. 2 Multiple choice questions (Use the format 1 – A, 2- A in your answer sheet to mention the answers):

- Q. 2.1 A decision made about which markets will be serviced by which locations falls in the supply chain _____ phase. 1.0
(LO1,2)
 A) conceptualization
 B) design
 C) operation
 D) planning
- Q. 2.2 The cycle view of a supply chain holds that _____. 1.0
(LO1,2)
 A) the processes in a supply chain are divided into 2 categories.
 B) the processes in a supply chain are divided into a series of activities performed at the interface between successive stages.
 C) all processes in a supply chain are initiated in response to a customer order.
 D) all processes in a supply chain are performed in anticipation of customer orders.
- Q. 2.3 The value chain in a company begins with _____. 1.0
(LO1,2)
 A) the customer.
 B) marketing and sales.
 C) new product development.
 D) operations.

- Q. 3.1 Figure 1 and Figure 2 (depicts two separate processes). Identify the relationship between the theoretical flow time, and the average actual flow time for the processes represented in Figure 1 and Figure 2. 2.0
(LO1,2)



Figure 1



Figure 2

- Q. 3.2 What are the major advantages of manufacturing storage with direct shipping type of distribution network? Which type of industries can prefer using the manufacturing storage with direct shipping type of a distribution network? 3.0
(LO1,2)
- Q. 3.3 Explain the difference between the safety and the buffer inventory. 2.0
(LO1,2)
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- Q. 4.1 Consider the purchase of a can of cold drink from a convenience store. Describe the various stages in the supply chain and the direction of the different flows involved. Identify the push and pull boundary of the supply chain (support your answer with the help of an illustration). 5.0
(LO1,2)

- Q. 4.2 Discuss some of the problems that can arise when each stage of a supply chain focuses solely on its own profits when making decisions. 2.0
(LO1,2)
- Q. 4.3 Explain why 'supply web' or 'supply network' is a more relevant term to denote a supply chain. 2.0
(LO1,2)
- Q. 4.4 Give arguments to support the statement that Walmart has achieved a good strategic fit between its competitive and supply chain strategies. What challenges does it face as it works to open smaller format stores in urban environments? 3.0
(LO1,2)
- Q. 4.5 How could a grocery retailer use inventory to increase the responsiveness of the company's supply chain? 3.0
(LO1,2)
- Q. 4.6 What differences in the retail environment may justify the fact that the fast-moving consumer goods supply chain in India has far more distributors than it has in the United States? 4.0
(LO1,2)

all the best!

