**(Printed Pages 01)**

**MBA-3363**

**M.B.A. (III Semester) Examination, Dec. 2018**

**BUSINESS ADMINISTRATION**

**Supply Chain Management**

*Time Allowed: Three Hours] [Maximum Marks: 70*

Note: Answer **all** questions.

**Q.1.** Attempt any six of the following. **5\*6=30**

1. Discuss process view of a supply chain.
2. What do you understand by a framework of structuring drivers?
3. What are the factors influencing distribution network?
4. Explain role of network design in the supply chain.
5. What are the characteristics of forecasts? Explain.
6. What are the factors affecting transportation decisions.
7. What do you understand the supply chain IT framework?
8. Discuss role of E-Business in supply chains.

**Q.2.** Explain supply chain strategies with the help of suitable examples. **10**

**OR**

What do you understand by supply chain? Discuss importance of supply chain flows with help of suitable examples.

**Q.3.** What is distribution network? Explain design options for a distribution network with the help of suitable example. **10**

**OR**

Discuss framework for network design decisions and models for facility location.

**Q.4.** What do you understand by Demand forecasting? Explain its components and methods with the help of suitable examples. **10**

**OR**

Discuss modes of transportation and its performance characteristics with the help of suitable example.

**Q.5.** What do you understand by customer relationship management? Explain its benefits and challenges with the help of suitable example. **10**

**OR**

Discuss the supplier relationship management. Explain the future of IT in the supply chain with the help of suitable example.