

P. P. SAVANI UNIVERSITY

Fifth semester of B.B.A Examination
November-2022

SMBB3290 - Supply Chain Management for Business startup

24.11.2022, Thursday

Time: 09:00 a.m. to 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in separate answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.
4. Use of scientific calculator is allowed.

| | | <u>SECTION - I</u> | <u>CO</u> | <u>BLT</u> |
|----------------------------|---|--------------------|-----------|------------|
| Q - 1 | Define Any Five | [05] | 2 | 2 |
| (i) | Push strategies | | | |
| (ii) | E-commerce | | | |
| (iii) | ABC Analysis | | | |
| (iv) | EOQ | | | |
| (v) | E-procurement | | | |
| (vi) | Carrying Cost | | | |
| (vii) | FSN Analysis | | | |
| Q - 2 (a) | Explain bullwhip effect in supply chain management. | [05] | 2 | 2 |
| Q - 2 (b) | Explain the role of supply chain management to maintain relation with customer. | [05] | 1 | 2 |
| OR | | | | |
| Q - 2 (a) | Explain pull strategies in detail. | [05] | 2 | 2 |
| Q - 2 (b) | Explain importance of supply chain management to improve customer satisfaction. | [05] | 1 | 2 |
| Q - 3 (a) | Explain impact of E-commerce in business. | [05] | 1 | 2 |
| Q - 3 (b) | Explain importance of rail transportation in supply chain management. | [05] | 2 | 2 |
| OR | | | | |
| Q - 3 (a) | Explain impact of E-procurement in business. | [05] | 2 | 2 |
| Q - 3 (b) | Explain importance of road transportation in supply chain management. | [05] | 2 | 2 |
| Q - 4 | Attempt anyone. | | | |
| (i) | Explain Value Added Services in detail. | [05] | 2 | 2 |
| (ii) | Explain Value Drivers in detail. | [05] | 2 | 2 |
| <u>SECTION - II</u> | | | | |
| Q - 1 | Define Any Five | [05] | 2 | 2 |
| (i) | Pull strategies | | | |
| (ii) | Ordering cost | | | |
| (iii) | Benchmarking | | | |

| | | | | |
|-----------|--|------|---|-----|
| (iv) | Green supply chain | | | |
| (v) | Control chart | | | |
| (vi) | Warehousing | | | |
| (vii) | Sustainable supply chain | | | |
| Q - 2 (a) | Discuss the concept of inventory management in detail. | [05] | 2 | 2 |
| Q - 2 (b) | Explain concept of EOQ in detail. | [05] | 2 | 2 |
| OR | | | | |
| Q - 2 (a) | Describe ABC analysis in detail. | [05] | 2 | 2 |
| Q - 2 (b) | Explain warehouse Management in detail. | [05] | 2 | 2 |
| Q - 3 | Annual demand is 20000 units and ordering cost is Rs.100 per order. Carrying cost is Rs. 50 per unit per year. Cost of the product is Rs. 300. Calculate Total cost. | [10] | 3 | 4 |
| OR | | | | |
| Q - 3 | What is green supply chain management? Describe how green supply chain is more relevant to emerging countries, like India? | [10] | 1 | 2 / |
| Q - 4 | Explain anyone detail. | | | |
| (i) | Quality Management | [05] | 2 | 2 |
| (ii) | Bar Code Technology | [05] | 2 | 2 |

CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

| | | |
|-------------|---------------|-----------|
| 1: Remember | 2: Understand | 3: Apply |
| 4: Analyze | 5: Evaluate | 6: Create |