

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – INTERNATIONAL BUSINESS

GLOBAL SUPPLY CHAIN MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	What is the primary goal of supply chain management? a) To reduce production costs b) To enhance customer satisfaction c) To increase employee productivity d) To minimize environmental impact	K1	CO1
2	Which of the following is NOT typically considered a part of the supply chain? a) Suppliers b) Manufacturers c) Retailers d) Marketing team	K2	CO1
3	Which of the following is a key objective of supply chain management? a) Improving product quality without considering costs b) Reducing delivery times and increasing service levels c) Isolating each part of the supply chain for efficiency d) Focusing only on the manufacturing process	K1	CO2
4	What is supply chain integration? a) Isolating each function of the supply chain for better control b) Coordinating and linking all components of the supply chain to work together c) Focusing solely on logistics and transportation d) Increasing inventory levels to ensure product availability	K2	CO2
5	What is the primary goal of green supply chain management (GSCM)? a) To increase production speed b) To minimize environmental impact while maximizing efficiency c) To reduce employee turnover d) To enhance brand visibility	K1	CO3
6	Which of the following factors should be considered when selecting an outsourcing partner for supply chain management? a) The partner's geographic location only b) The partner's ability to align with your company's values and goals c) The partner's advertising budget d) The partner's employee turnover rate	K2	CO3
7	Which of the following is a primary benefit of global sourcing? a) Increased shipping times b) Access to a wider variety of materials and expertise c) Higher tariffs on imported goods d) Reduced competition	K1	CO4
8	What does the term "Just-in-Time" (JIT) refer to in supply chain management? a) A strategy to increase inventory levels b) A method to reduce lead times and inventory costs c) A technique to enhance customer communication d) A process for increasing supplier relationships	K2	CO4
9	Which technology is commonly used in digital supply chain management to improve data analysis and decision-making? a) Blockchain b) Paper-based systems c) Fax machines d) Manual record-keeping	K1	CO5

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10	What is the primary benefit of using Internet of Things (IoT) in supply chain management? a) Reducing the need for real-time data b) Enhancing connectivity and monitoring of assets throughout the supply chain c) Increasing paperwork and manual processes d) Limiting communication between suppliers and customers	K2	CO5
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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Describe the key components of a supply chain.	K4	CO1
	(OR)		
11.b.	Identify the key drivers of supply chain management.	K6	CO2
12.a.	Examine how transportation modes influence the overall design of a supply chain network?		
	(OR)	K5	CO3
12.b.	List the key principles of green supply chain management.		
13.a.	Analyze the impact of global sourcing on supply chain risk management.	K5	CO4
	(OR)		
13.b.	List out the primary objectives of procurement in supply chain management.	K4	CO5
14.a.	Assess the common types of risks faced in supply chain management.		
	(OR)	K4	CO5
14.b.	Categorize key technologies used in digital supply chains.		
15.a.	Examine the role of data analytics tool to improve demand forecasting in supply chain management.	K4	CO5
	(OR)		
15.b.	Explain how e-supply chain management differs from traditional supply chain management?		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Analyze the key components of a supply chain management framework. How do these components interact to create a cohesive system?	K5	CO1
17	Evaluate the impact of regulatory frameworks on the implementation of green supply chain practices. How do these regulations shape organizational strategies?	K6	CO2
18	Explain the benefits of outsourcing supply chain activities.	K4	CO3
19	Evaluate the effectiveness of a specific digital tool in enhancing supply chain performance. What metrics would you use to assess its impact?	K4	CO4
20	Assess the implications of adopting blockchain technology in supply chain transparency and traceability. How can organizations measure the success of this implementation?	K5	CO5

Z-Z-Z

END