

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

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

Branch – INTERNATIONAL BUSINESS

GLOBAL SUPPLY CHAIN MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 The supply chain concept originated in which discipline?
(i) marketing (ii) operations
(iii) logistics (iv) production
- 2 Which of the following are not key attributes of supply chain management?
(i) inventory control (ii) leveraging technology
(iii) customer power (iv) aligning supply flow
- 3 Zero defects in manufacturing _____.
(i) is an unobtainable and misleading ideal
(ii) is readily achievable in all areas
(iii) is a relevant goal only in electronic assembly
(iv) is the goal of TQM
- 4 Cooperative supply chain relationships developed to enhance the overall business performance of both parties is a definition of _____.
(i) third-party logistics (ii) supply chain collaboration
(iii) dovetailing (iv) relationship marketing
- 5 E-Supply chain Management is featured with _____.
(i) every modification is logged (ii) both (i) and (iii)
(iii) advanced search capabilities (iv) none of the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a List down the key issues in supply chain management.
OR
b Illustrate the concepts and definition of supply chain management.
- 7 a Organize the push- pull systems of supply chain mechanism.
OR
b Discuss – Green supply chain management.
- 8 a Ascertain the importance of outsourcing in SCM.
OR
b Interpret the term revenue management with examples.

Cont...

- 9 a Formulate ideas for SCM collaborative planning with examples.
OR
b Write notes on ERP and MRP with their expansions.
- 10 a Discuss digital supply chain with inferences.
OR
b Sketch examples of Adoption of AI in SCM.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Predict the decision phases in Supply Chain Management with illustrations.
OR
b Compare and Contrast – SCM Drivers and Obstacles to SCM.
- 12 a Enumerate the features of Social Entrepreneurship in supply chain management.
OR
b ‘Healthcare Supply Chain Management holds Social responsibilities’ – Comment.
- 13 a Develop strategic sourcing and validate it with Make or Buy Decisions.
OR
b Global Sourcing is the base for Procurement Organisation – Discuss.
- 14 a Construct Vendor Managed Inventory based on Bull-whip effect and JIT.
OR
b ‘Managing SCM in crisis period needs morale commitment’. Comment & Justify.
- 15 a Categorize the Block Chain Technology in SCM with instances.
OR
b “IOT is a part and parcel of e-SCM” – Do you agree with this statement? Justify.

Z-Z-Z

END