

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION DECEMBER 2023
(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 A supply chain is essentially a sequence of linked _____
(i) customer and prospects (ii) supplier and manufacturer
(iii) suppliers and customers (iv) warehousing and wholesaling units
- 2 Today, a growing number of firms outsource some or all of their logistics to intermediaries _____
(i) competitors (ii) channel members
(iii) third-party logistics providers (iv) cross-functional teams
- 3 Reverse Supply-chain is required because _____
(i) goods are defective
(ii) goods are unsold
(iii) the customer simply change their minds
(iv) all of the above
- 4 The purpose of supply chain management is _____
(i) provide customer satisfaction
(ii) improve quality of a product
(iii) Integrating supply and demand management
(iv) increase production
- 5 Extended SCM is Used in how many production ?
(i) Multiple (ii) Less (iii) Complex (iv) Simple

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Explain the objectives of supply chain management.
OR
b Illustrate the decision phases of supply chain management.
- 7 a Organize the planning mechanism of transportation networks.
OR
b Discuss – Health care supply chain management.
- 8 a Assess the total cost of ownership in terms with sourcing.
OR
b Interpret the term revenue management with examples.
- 9 a Formulate Vendor Managed Inventory with examples.
OR
b How will you manage Supply Chain during Crisis period? Explain.

Cont...

- 10 a Discuss e-supply chain management 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 Supply chain performance measurement with illustrations.
OR
b Compare and Contrast – SCM Drivers and Obstacles to SCM.
- 12 a Enumerate the features of reverse supply chain management.
OR
b Classify – Social Entrepreneurship with Social responsibilities.
- 13 a Design the process of supplier selection and their evaluation methods.
OR
b Global Sourcing and Procurement Organisation – Need of the era, Discuss.
- 14 a Construct the following SCM Collaborative - Bull-whip effect and JIT.
OR
b “ERP is better than MRP” is a common statement with SCM. Comment & Justify.
- 15 a Categorize the Block Chain Technology in SCM with instances.
OR
b “IOT in SCM creates win-win situation to all stakeholders” – Justify.

Z-Z-Z

END