Roll No. | | | | | | | | | | | | | **Total No. of Pages : 03**

Total No. of Questions : 10

MBA (Sem.–4)

SUPPLY CHAIN AND LOGISTIC MANAGEMENT

Subject Code : MBA-953-18

M.Code : 78029

Date of Examination : 14-06-2025

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.**
2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.**

SECTION - A

1. Write a short notes on :

a) Supply chain network

b) Reverse logistics

c) Blockchain

d) Supply chain drivers

e) Cycle Inventory

f) Six Sigma

g) Facility Location

h) Supply chain relationship (SRM)

SECTION - B

UNIT - I

2. Describe the main stages of a supply chain and the decision phases involved.
3. What are the primary obstacles to achieving strategic fit in supply chains?

UNIT - II

4. Analyze the role and design considerations of a distribution network in a supply chain.
5. Describe the impact of uncertainty on facility capacity allocation decisions in the network design.

UNIT - III

6. Describe the impact of aggregation and replenishment policies on safety inventory levels.
7. What are the various modes of transportation, and how do they affect supply chain performance?

UNIT - IV

8. Explain the applications and benefits of RFID, bar codes and QR codes in supply chains.
9. Analyze the role of blockchain in enhancing transparency and efficiency in supply chains.

SECTION - C

10. Study the following case and answer the question(s) that follow :

A large retail chain implemented a series of trade promotions, such as discounts, bundling offers, and seasonal sales, to boost customer interest and increase sales. These promotions led to significant fluctuations in inventory levels, as demand spikes often exceeded forecasts, challenging the chain's supply planning. To handle the unpredictable demand, the retailer increased its safety stock levels, aiming to avoid stockouts and maintain customer satisfaction during peak promotion periods. However, the higher safety stock came with increased holding costs and required additional warehousing resources, impacting overall profitability. Trade promotions improved customer satisfaction by offering value, but they also created complexities in the supply chain. For instance, while sales increased, the variability in inventory levels sometimes led to delayed replenishments from suppliers, affecting product availability. Additionally, the rapid turnover during promotional events put pressure on the supply chain to meet demand without compromising quality. The retail chain faced the challenge of balancing the benefits of customer satisfaction from promotions with the operational costs and complexities of managing increased inventory levels and safety stock. Despite the challenges, the chain learned that more accurate demand forecasting, better supplier collaboration, and real time inventory tracking could help mitigate these issues, ensuring a smoother promotional supply chain process.

Questions :

a) How did trade promotions impact the inventory levels of the retail chain?

b) Why did the retailer-decide to increase its safety stock during promotional periods?

c) What were the main challenges associated with managing higher safety stock levels?

d) How did trade promotions contribute to customer satisfaction in this retail chain?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.