

M.B.A.(with Credits)-Regular-Semester 2012 Sem III
SP01-MBA237G-Group-G : Operation Management
Supply Chain Management

P. Pages : 1

Time : Three Hours



GUG/W/16/3024

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | Explain 'Competitive and supply chain strategy'. | 14 |
| 2. | Explain the concept of supply chain management. | 14 |
| 3. | Explain the concept of e-business & the distribution network with its relationship. | 14 |
| 4. | Describe the framework for network design decision and list out the impact of uncertainty on network design. | 14 |
| 5. | Explain the role of supply chain with its characteristics & component . | 14 |
| 6. | Write detail note on 'managing supply & demand'. | 14 |
| 7. | What is cycle inventory? Explain in detail role of cycle inventory. | 14 |
| 8. | Elaborate transportation infra structure. | 14 |
| 9. | Explain risk management in transportation. | 14 |
| 10. | Write detail note on (any two) | 14 |
| | a) Bar code | |
| | b) RFID | |
