

SEAT No. \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY**

VALLABH VIDYANAGAR – 388 120

**B.B.A SEMESTER III EXAMINATION**

**MONDAY, JANUARY 11, 2021**

**UM03DBBA23- SUPPLY CHAIN MANAGEMENT (3YEAR)**

**TIME: 10.00 A.M. TO 12.00 P.M.**

**TOTAL MARKS: 60**

Note: Figures to the right indicate marks.

All the questions carry equal marks.

Draw diagrams and cite examples wherever necessary.

Attempt Any Four Questions

- Q.1 Explain the concept of Supply Chain Management. Discuss the importance and objectives of SCM. (15)
- Q.2 Explicate the Generic Types of SCM. (15)
- Q.3 Write a detailed note on Competitive and Supply Chain Strategy. (15)
- Q.4 Explain the Cycle View of Supply Chain Process. (15)
- Q.5 Explain in detail the Drivers of Supply Chain Performance. (15)
- Q.6 Write a note on: (15)  
(a) Components of Inventory Decision  
(b) Reverse Supply Chain V/s Forward Supply Chain
- Q.7 Explain the Components of Pricing Decisions. (15)
- Q.8 Discuss the Factors Influencing Distribution Network and Impact of E-Business on Customer Service. (15)