

[27/A-10]

SEAT No. _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY

B.B. A Semester-III EXAMINATION (GEN)

TUESDAY, NOVEMBER 27, 2018

UM03CBBA07 SUPPLY CHAIN MANAGEMENT

TIME: 2.00 P.M. TO 4.00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explicate the Generic Types of SCM (Supply Chain Management). (15)
OR
- Q.1 Discuss in detail the Importance of Supply Chain Management (SCM) and Briefly Discuss SCM Skills. (15)
- Q.2 Elucidate the Competitive and Supply Chain Strategy. (15)
OR
- Q.2 Write a note on Relationship Matrix and Cycle View of Supply Chain Process. (15)
- Q.3 Discuss in detail the Drivers of Supply Chain Performance with the help of relevant examples.. (07)
(08)
OR
- Q.3 Explain the concept and difference between Reverse Supply Chain V/s Forward Supply Chain. Briefly Discuss Components of Inventory Decision. (15)
- Q.4 Explain the Components of Pricing Decisions and Discuss the Obstacles of SCM. (15)
OR
- Q.4 Discuss the Factors influencing Distribution Network. (15)

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