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2001N1623

Candidate's Seat No : _____

MBA 2 Sem.-3 & 5 Examination

Operation

L & S

January-2024

Time : 2-30 Hours]

[Max. Marks : 70

- Q-1 Explain the objectives of supply chain, different phases with suitable examples. 15
- Q-2 The role of demand forecasting in Supply chain management narrate in detail 15
- OR
- Explain the role of sourcing in Supply chain management
- Q-3 Distribution is the nucleus of any marketing system- Explain with examples 15
- OR
- Explain the different conceptual markets and its relevance in creating distribution network
- Q-4 "Lack of supply chain coordination will result into BULL-WHIP effect"- Explain 15
- OR
- Explain the role of Logistics in creating new global hub of the country
- Q-5 Define network design with four phases in detail with examples. 15

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