

## MBA in EMS Semester-2 Examination

IISe-EMS10

Sustainable Value Chain &amp; SCM

April-2024

Time : 2-30 Hours]

[Max. Marks : 70

**Instruction:**

1. The figures on right-hand side indicate marks.
2. Use of calculators is **NOT allowed**.

Q-1. 'Supply Chain Management is a roadmap to success', for the business Explain. Discuss critical decisions making areas in Supply Chain? [14 Marks]

**OR**

Q-1 (a) Explain the domain of logistics. Discuss the role of logistic in supply chain management. [7 Marks]

**AND**

Q-1 (b) What is the difference between logistics and supply chain management? Discuss how logistics impacts the various business processes in an enterprise. [7 Marks]

Q-2. Discuss the concept of 'value chain' by Michael Porter's generic value chain model and, how it helps enterprises to gain competitiveness. [14 Marks]

**OR**

Q-2 (a) Explain the concept of 'Agile Supply Chain'. Compare and contrast 'Lean' and 'Agile' Supply chain. [7 Marks]

**AND**

Q-2 (b) Discuss the push, pull and push-pull supply chain Integration Strategies. [7 Marks]

Q-3. Explain Vendor-managed inventory (VMI) and its advantages. Discuss Challenges in implementation of VMI. [14 Marks]

**OR**

Q-3 (a) Explain Just-in-Time (JIT) method of procurement and its issues in implementation. [7 Marks]

**AND**

Q-3 (b) Explain the principles of lean manufacturing. Discuss the key factors contributing to the success of lean supply chain. [7 Marks]

Q-4. Discuss the drivers of 'Greening' supply chain in large companies and explain How would strategic marketing planning apply to green supply chain initiatives? [14 Marks]

**OR****P.T.O.**

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Q-4 (a) 'Performance measurement system tracks the health of supply chain of a company'. Explain. Discuss Supply Chain Operations Reference (SCOR) Model. [7 Marks]

AND

Q-4 (b) Discuss 'Reverse Supply Chain' is essential for implementing 'Green Marketing' concept. [7 Marks]

Q-5 Attempt any **Seven** out of **twelve**. [14 Marks]

1. Scope of Supply Chain Management covers \_\_\_\_\_.
  - a. managing inventory, information and cash flow
  - b. managing buying, making and distribution processes
  - c. aligning capabilities of supply chain partners
  - d. all the above
  - e. none of the above
2. Upstream supply chain is all about \_\_\_\_\_.
  - a. products deliveries to customers
  - b. inventory management at customers' place
  - c. inventory unitization
  - d. raw material and parts supplies from vendors
  - e. process reengineering
3. Downstream supply chain is all about managing \_\_\_\_\_.
  - a. entire chain
  - b. products and services supplies to customers
  - c. raw material and parts from suppliers
  - d. in process and outbound logistics
  - e. production schedules
4. The value chain is the \_\_\_\_\_ if done properly can make the entire delivery process cost effective and productive.
  - a. business process
  - b. policy driven process
  - c. thinking
  - d. activity matrix
  - e. sequence of activities
5. In Porter's value chain model, the 'margin' indicates the degree of \_\_\_\_\_ in the way a business is conducted and value is delivered.
  - a. price skimming
  - b. differentiation
  - c. cost control
  - d. product development
  - e. distribution
6. Sustainable Practices in Supply Chain leads to \_\_\_\_\_.
  - a. developing core competencies
  - b. competitive advantage
  - c. reduction in working capital
  - d. developing diverse suppliers base
  - e. managing customers
  - f. all the above
7. Green procurement strategy is all about \_\_\_\_\_.
  - a. focus on inputs to reduce environmental risk
  - b. produce user friendly goods
  - c. stage wise quality control of inputs
  - d. focus on maintenance
  - e. all the above

8. Following is not under the scope of Green Supply Chain Management practices \_\_\_\_\_.

- a. ABC costing
- b. disposal
- c. control technology
- d. recycle/reuse
- e. source reduction

9. Lean Manufacturing is all about \_\_\_\_\_.

- a. waste elimination
- b. continuous flow
- c. demand pull
- d. customer value
- e. all the above

10. Techniques used to achieve lean manufacturing are \_\_\_\_\_.

- a. Jit
- b. Kanban
- c. Kaizan
- d. IT connectivity
- e. all the above

11. Managing the inventory is the most important function of supply chain to achieve trade-off between \_\_\_\_\_.

- a. suppliers and customers location
- b. cost and customer service
- c. raw materials and finish goods cost
- d. transportation mode and cost
- e. none of the above

12. To address the volatility the supply chains are designed to be \_\_\_\_\_, which is described as being able to respond sudden and unexpected changes in markets.

- a. lean
- b. agile
- c. extended
- d. retail
- e. all the above

\*\*\*\*\*END OF PAPER\*\*\*\*\*

