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**2104E254**

Candidate's Seat No : \_\_\_\_\_

**M.B.A. (GM-OP) Sem.-4 Examination**

**OM-402**

**ASM**

**Time : 2-30 Hours]**

**April-2025**

**[Max. Marks : 70**

Q-1	A) How does the Bullwhip Effect impact supply chain efficiency, and what strategic measures can managers implement to mitigate its adverse effects?	14
Q-2	A) What are the key factors you will consider in selection of suppliers? Explain with example  <u>OR</u>  B) How can information technology be strategically leveraged to optimize supply chain processes, enhance visibility, and improve decision-making across the supply chain network?	14
Q-3	A) How does refining inputs for the Kraljic Matrix enhance the development of objective purchasing portfolios and procurement strategies, and what key factors should be considered in this refinement process?  <u>OR</u>  B) Why is a well-defined organizational structure essential in managing logistics and supply chain operations effectively? Illustrate your answer with examples of how it impacts coordination, efficiency, and performance.	14
Q-4	A) As a supply chain manager, what key metrics and strategic frameworks can be utilized to effectively assess and enhance overall supply chain performance?  <u>OR</u>  B) What are the key principles of a lean supply chain, and how do they contribute to reducing waste and increasing value for the customer? Support your answer with examples.	14

(P.T.O)

Q-5	A) How does the SCOR model serve as a strategic framework for analyzing, measuring, and improving supply chain performance across different industries?	14
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