

IMBA in BI/IB/APR Sem.-9 Examination

BI/IB

SC&LA/ISCL

December-2025

Time : 2.30 Hours]

[Max.Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No.2, 3, 4 have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q.1 Explain the major supply chain drivers-facilities, inventory, transportation, information, sourcing, and pricing-and discuss how each driver influences both efficiency and responsiveness in a supply chain. (14)

Q.2 Explain the concept of supply chain coordination and describe how lack of coordination leads to the bullwhip effect. Discuss the consequences of the bullwhip effect on costs, inventory levels, and customer service (14)

OR

Q.2 Discuss the importance of inventory management in supply chain performance. Explain the different types of inventories (cycle inventory, safety inventory, and seasonal inventory) and how they impact product availability and cost. (14)

Q.3 Describe the role of facilities in the supply chain and explain how decisions related to location, capacity, flexibility, and facility design affect overall supply chain performance. (14)

OR

Q.3 Discuss the major obstacles to coordination in a supply chain-incentive obstacles, information obstacles, operational obstacles, and behavioral obstacles-and explain how each obstacle contributes to inefficiencies. (14)

Q.4 Describe the managerial levers that help improve supply chain coordination, such as better incentive alignment, improved forecasting, replenishment policies, and use of technology. Explain how these levers help reduce variability and improve overall performance. (14)

OR

Q.4 Describe the role of information in improving supply chain coordination and performance. Explain how accurate and timely information enables better forecasting, planning, and decision-making across the supply chain. (14)

Q.5 Explain how transportation decisions influence supply chain efficiency and responsiveness. Discuss how choices of transportation mode, shipment size, and routes can affect customer service levels and costs. (14)

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