ROLL NO:

ANNA UNIVERSITY

B.E./B.TECH/B.ARCH/ (FULL TIME) – END SEMESTER EXAMINATIONS,

NOV/DEC-2023

COMPUTER SCIENCE AND ENGINEERING

SEVENTH SEMESTER

CS6025 SUPPLY CHAIN MANAGEMENT (RUSA 2019)

Time: 3 hrs   Max. Marks 100

CO1	To understand the role and value of Customers and Stakeholders in a Business Enterprise
CO2	To provide better Quality-of-Service to Customer using state-of-art Supply Chain Practices
CO3	To interpret global Supply Chain Practices and the significance of logistics
CO4	To identify best storage model suitable for Supply Chain Applications
CO5	To create, protect and grow long term environmental, social and economic value for all stakeholders involved in bringing products and services to market.

BL- Bloom's Taxonomy Levels

(L1-Remembering, L2- Understanding, L3-Applying, L4-Analysing, L5-Evaluating, L6-Creating)

Part-A   (10*2=20)

Answer all Questions

Sl.No	Answer the following	Marks	CO	Bloom
1	State & Explain the prominent driver(s) of Supply chain performance.	2	2	2
2	Distinguish: Logistics vs. Shipping.	2	3	2
3	Why are RFID tags used in warehouse?	2	3	4
4	How to measure customer satisfaction?	2	1	3
5	Define: Order Replenishment	2	4	1
6	State any two causes of bullwhip effect.	2	5	2
7	When is reverse supply chain used?	2	4	2
8	What is the importance of capacity allocation in supply chains?	2	4	1
9	How is pricing & revenue management related to each other?	2	5	3
10	What is the purpose of Risk Pooling?	2	4	2

Part-B (8*8=64)

(Answer any 8 Questions)

Sl.No	Answer the following	Marks	CO	Bloom
11	Discuss the goal of a supply chain and explain how supply chain decisions affect the success of a firm.	8	1	3
12	Discuss the five tasks of Supply Chain Management with a case study of your choice.	8	2	6
13	Explain the impact of responsiveness and efficiency on each of the major drivers of supply chain performance	8	1	2
14	Explain the criteria to evaluate a supplier in a supply chain	8	4	2
15	What are world class supply chains and how does location influence these supply chains?	8	4	4
16	Discuss the ration product distribution system with neat sketch and explanation. List the issues / challenges involved.	8	5	5
17	Explain the factors that influence supply chain network design decisions	8	2	2
18	Explain the different models of inventory used by warehouses to effectively stock the goods.	8	2	2
19	What are some ways that a firm such as Wal-Mart from out sourcing decisions?	8	3	5
20	Discuss the major challenges that must be overcome to manage supply chain Successfully	8	5	5
21	Discuss JIT inventory management technique, the pitfalls and corrective measures for establishing efficient supply chain.	8	4	4
22	Explain Agile supply chain with an example of your choice.	8	4	2

Part-C   (8*2=16)

Sl.No	Answer the following	Marks	CO	Bloom
23	Discuss the integration of Logistics and Supply Chain for Tamilnadu Public Distribution System (Ration Supplies)	8	5	5
24	In what way do supply chain flows affect the success or failure of a firm such as Amazon?	8	5	5