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ANNA UNIVERSITY (UNIVERSITY DEPARTMENTS)

B.E. / B. Tech / B. Arch (Full Time) - END SEMESTER EXAMINATIONS, NOV/DEC 2023

DEPARTMENT OF INDUSTRIAL ENGINEERING

7th Semester

IE5751 – SUPPLY CHAIN MANAGEMENT

(Regulation 2019)

Time: 3 Hours

Max. Marks: 100

CO 1	Ability to understand the scope of Supply Chain Management and the Drivers of SC performance.
CO 2	Ability to design suitable SC network for a given situation.
CO 3	Ability to solve the issues related to Logistics in SCM.
CO 4	Ability to understand Sourcing, Coordination, and current issues in SCM.
CO 5	Ability to appraise about the application of IT in SCM and apply SCM concepts in selected enterprise.

BL – Bloom's Taxonomy Levels

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

PART- A (10 x 2 = 20 Marks)

(Answer all Questions)

Q. No	Questions	Marks	CO	BL
1	Make a short note on supply chain strategy.	2	CO1	L1
2	Differentiate supply chain & logistics management.	2	CO1	L4
3	What is meant by supply chain management networks?	2	CO2	L1
4	Explain the network design in supply chain.	2	CO2	L2
5	Define reverse logistics.	2	CO3	L1
6	List the applications of scheduling in transportation?	2	CO3	L3
7	Describe the design collaboration process.	2	CO4	L2
8	Distinguish between outsourcing and insourcing.	2	CO4	L4
9	What is the purpose of RFID tags in warehouses?	2	CO5	L2
10	State supplier relationship management.	2	CO5	L1

PART- B (5 x 13 = 65 Marks)

(Answer all Questions)

Q. No	Questions	Marks	CO	BL
11 (a)	Discuss briefly the key drivers of supply chain performance and the obstacles they encounter.	13	CO1	L1
OR				
11 (b)	Give a brief overview of SCM's requirements and evolution.	13	CO1	L2

12 (a)	Explain the factors that influence supply chain network design decisions.	13	CO2	L1
OR				
12 (b)	Elaborate how a distributor contributes significantly to successful supply chain management.	13	CO2	L2
13 (a)	Determine the objectives that influence strategic transportation decisions in supply chain management.	13	CO3	L1
OR				
13 (b)	Briefly describe the routing and scheduling process in transportation supply chain.	13	CO3	L2
14 (a)	Explain the bullwhip effect in detail and determine it's primary causes in supply chain.	13	CO4	L2
OR				
14 (b)	Detail the various steps involved in supplier selection along with its benefits and drawbacks.	13	CO4	L1
15 (a)	In brief, describe the components of customer relationship management in supply chain operations.	13	CO5	L2
OR				
15 (b)	Describe how IT plays a critical role in an effective and value-added SCM approach.	13	CO5	L4

PART- C (1 x 15 = 15 Marks)

(Q.No.16 is compulsory)

Q.No	Questions	Marks	CO	BL
16.	Assume you owned a company that produces dairy products. Create a supply chain network for effective distribution of products in marketplaces.	15	CO2	L6

