

**MBA-364****MSP-62**

**M.B.A. DEGREE EXAMINATION –  
JUNE 2009.**

(AY 2005-06 batch onwards)

**Operations Management**

**SUPPLY CHAIN MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. What are the objectives of supply chain?
2. Explain why achieving strategic fit is critical to a company's overall success.
3. Identify the components of a demand forecast.
4. Define predictable variability.
5. Explain the role of cycle inventory in a supply chain.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Identify the major drivers for supply chain performances of the company's supply chain performance.
7. Describe different measures of product availability.
8. How can postponement of product differentiation be used to improve supply chain profitability?
9. Explain the role of transportation with a supply chain.
10. Identify the factors influencing supply chain network decisions.
11. At a high level how each supply chain driver uses information?
12. What is the impact of lack of coordination on the performance of the supply chain?