

**MBA-614****MSP-62**

**M.B.A. DEGREE EXAMINATION –  
JUNE 2008.**

**(AY 2005–06 onwards)**

**SUPPLY CHAIN MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

Answer for 5 marks questions should  
not exceed 2 pages.

Answer for 10/15 marks questions should  
not exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Discuss the goal of supply chain and explain the impact of supply chain decisions on the success of the firm.
2. Why strategic fit is critical to a company's overall success?
3. List down the major drivers of a supply chain performance and explain them briefly.

4. What is the role of forecasting in supply chain?
5. What is the role of safety inventory in a supply chain?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss in detail the major obstacles that must be overcome to manage a supply chain successfully.
7. Discuss the role of each driver in creating strategic fit between the supply chain strategy and the competitive strategy.
8. Explain the impact of supply uncertainty on inventory.
9. Explain the two major functions of transportation functionality namely product movement and product storage.
10. When are quantity discounts justified in a supply chain?
11. What is the impact of globalization on making strategic fit even more important?
12. Identify factors that influence the value of E-Business in a supply chain.