

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021 ONLY)**

(NO OF PAGES: 2)

21PIB2E3

REG.NO

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: JULY- 2022

M.COM -IB

MAXIMUM MARKS: 70

II SEMESTER

TIME: 3 HOURS

INTERNATIONAL SUPPLY CHAIN MANAGEMENT

SECTION – A

(10 X1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS

MULTIPLE CHOICE QUESTIONS

(K1)

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES

(K2)

6. Explain the meaning of Supply chain management.
7. Define demand forecasting .
8. Differentiate E-Sourcing from E-Purchasing.
9. Indicate any four types of business innovations in SCM.
10. Explain the meaning of order processing.

SECTION – B

(5 X 4 = 20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Describe the importance of supply chain management .

(CONT'D....2)

(OR)

b) List the components of supply chain management.

12. a) Examine the inventory techniques in supply chain management.
(OR)
b) List the forecasting methods in Supply chain management

13. a) Compare the demand chain ,value chain and supply chain.
(OR)
b) List the advantages of E –Commerce in Supply chain management.

14. a) Analyze the benefits of product innovation .
(OR)
b) Examine the stages in the innovation process.

15. a) Describe the role of IT in Supply chain management.
(OR)
b) List the objectives of CRM.

SECTION - C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS.

**(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE
QUESTIONS FROM Q.NO: 17 TO 21)**

16. Case Study

The Nestle coca plan aims to help farmers address the challenges they face through three pillars - better farming, better lives and better coca. Activities such as training in better agricultural practices, distributing higher yielding plants, promoting gender equality and help farmers to improve the quality of their products as well as their income and livelihoods. The Nestle Cocoa plan is helping farmers transforming their business models and become agripreneurs. Their training program launched in 2017, comprises 15 four-hour sessions over six months . The training provides theoretical and practical skills in areas such as irrigation, fertilization, pruning and grafting, all of which help farmers improve their productivity and quality of their life.

Question for Discussion.

Will this type of training program help the farmers?

17. Analyze the benefits of green supply chain management.
18. Discuss the elements of order processing.
19. Summarize the concept of
 - i) ERP
 - ii) EDI
 - iii) Internet and
 - iv) E- Commerce
20. Classify the innovation in logistics.
21. Examine the order processing categories.