

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **21UBI5E1**

DURING THE ACADEMIC YEAR 2021 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2023****BANKING AND INSURANCE****MAXIMUM MARKS: 70****SEMESTER : V****TIME : 3 HOURS****PART - III****SUPPLY CHAIN MANAGEMENT****SECTION - A****(10 X 1 = 10 MARKS)****ANSWER THE FOLLOWING QUESTIONS.****MULTIPLE CHOICE QUESTIONS.****(K1)**

1. _____ consists of all parties involved, directly or indirectly, in fulfilling a customer request.
 - a) Production
 - b) Supply chain
 - c) Purchasing
 - d) Warehousing
2. A company's _____ strategy defines the set of customer needs that it seeks to satisfy through its products and services
 - a) Corporate social responsibility
 - b) Profit
 - c) Production
 - d) Competitive
3. _____ is the practice where firm charges differential prices to maximize profits.
 - a) Skimming pricing
 - b) Discrimination pricing
 - c) Model pricing
 - d) Penetration pricing
4. The replenishment _____ time represents the total period of time which is required to procure or manufacture an item
 - a) Lead
 - b) Lay-off
 - c) Idle
 - d) Payback
5. _____ is the party that requires the movement of product between two points in the supply chain.
 - a) Supplier
 - b) Procurer
 - c) Shipper
 - d) Seller

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**(K2)**

6. Explain Supply chain stages.
7. Define product development strategy.
8. Define batch size in supply chain management.
9. Explain Buyback contract.
10. Define E-Business.

(COND..2)

SECTION – B

(5 X 4 = 20 MARKS)

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

11. a) Describe the components of Supply Chain Management.

(OR)

b) Find the drivers of supply chain performance.

12. a) Interpret push and pull strategies of supply chain integration.

(OR)

b) List out the barriers to internal integration.

13. a) Assess the cycle inventory related costs.

(OR)

b) Sketch the Supplier Relationship Management with its benefits.

14. a) Discover the types of procurement in supply chain management.

(OR)

b) Interpret the importance of Just-in-time purchasing in supply chain management.

15. a) Describe the key performance Indicators of a Supplier.

(OR)

b) Show the role of E- Business in supply chain.

SECTION - C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS

(16th QUESTION IS COMPULSORY) (K4/ K5)

16. Discuss the evolution and challenges of supply chain management.

17. Summarize the objectives of supply chain management.

18. Evaluate the forces dimensions of Supply Chain Excellence.

19. Analyze the demand forecasting in supply chain.

20. Discuss the steps in the procurement process of supply chain management.

21. Classify the supplier scoring and assessment in supply chain management.
