

No. of printed pages: 01

SEAT No. _____

[20] SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR – 388 120

B.B. A Semester-III EXAMINATION

THURSDAY, NOVEMBER 23, 2017

UM03CBBA07 SUPPLY CHAIN MANAGEMENT

TIME: 2.00 P.M. TO 4.00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explain the Generic Types of SCM (Supply Chain Management). (15)
- OR**
- Q.1 Discuss in detail the Importance and the Objectives of Supply Chain Management (SCM). (15)
- Q.2 Write a note on: (15)
- (a) Cycle View of Supply Chain Process.
- (b) Relationship Matrix.
- OR**
- Q.2 Explain in detail the Competitive and Supply Chain Strategy. (15)
- Q.3 Elucidate in detail the Drivers of Supply Chain Performance. (07)
- (08)
- OR**
- Q.3 Write a note on: (15)
- (a) Reverse Supply Chain V/S Forward Supply Chain.
- (b) Components of Inventory Decision.
- Q.4 Explicate the Factors influencing Distribution Network. (15)
- OR**
- Q.4 Explain the Impact of E-Business on Customer Service. (15)