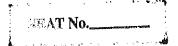
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[20] SARDAR PATEL UNIVERSITY

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: F | Figures to the right indicate marks. | | |
| I | Draw diagrams and cite examples wherever necessary. | | |
| Q.1 | Explain the Generic Types of SCM (Supply Chain Mana OR | gement). (15 | 5) |
| Q.1 | Discuss in detail the Importance and the Objectives of Su Management (SCM). | apply Chain (1: | 5) |
| Q.2 | Write a note on: (a) Cycle View of Supply Chain Process. (b) Relationship Matrix. | (1) | 5) |
| Q.2 | OR Explain in detail the Competitive and Supply Chain Stra | itegy. (1 | 5) |
| Q.3 _. | Elucidate in detail the Drivers of Supply Chain Perform | | (7) (8) |
| Q.3 | OR Write a note on: (a) Reverse Supply Chain V/S Forward Supply Cha (b) Components of Inventory Decision. | · · | .5) |
| Q.4 | Explicate the Factors influencing Distribution Network. | . (1 | 15) |
| Q.4 | OR Explain the Impact of E-Business on Customer Service | . (1 | 15) |
| | | | |