

Code No: MB164H/R16

MBA IV Semester Regular/ Supplementary Examinations, October-2020

SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. | a | Discuss the different types of supply chain management | 6M |
| | b | How to manage the technical challenges of supply chain management | 6M |
| 2. | a | What are the purchasing issues in supply management? | 6M |
| | b | Explain the domestic transportation management process. | 6M |
| 3. | a | Discuss the role of supply chain management in CRM. | 6M |
| | b | Explain about the customer service capabilities. | 6M |
| 4. | a | Enumerate the review and establish supply chain strategies. | 7M |
| | b | How to estimate the performance measurement. | 5M |
| 5. | a | Discuss about international logistics infrastructure. | 6M |
| | b | What are the international commercial documents? | 6M |
| 6. | a | Explain the objectives of supply chain management. | 5M |
| | b | Which factors should consider for facility location decision. | 7M |
| 7. | a | How to personalizing customer communications. | 5M |
| | b | Write about the transaction risk in international supply chain management. | 7M |
| 8. | | CASE STUDY | 12M |
| | | M/s Raja tech CRM wishes to offer a full suite of customer relationship management software specially made for public transport organizations dealing directly with travelers. They are aimed at increasing revenue, travel, customer satisfaction and operational efficiency. State and explain the top five CRM modules which are essential to be implemented by Raja tech CRM. | |
