



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name - Supply Chain Management

Course Code - BBA601

(Semester – 6)

Time allotted: 3 Hours

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) Identify the one, which is correct for the supply chain management:

a. The Physical material moves in the direction of the end of chain	b. Flow of the cash backwards to the chain
c. Exchange of the information moved in both the direction	d. All the above
 - (ii) First shipping container was invented and patented in 1956 by an American named _____

a. Malcolm Mc	b. Michael Porter
c. P. Kotler	d. Al Pacino
 - (iii) ABC Company orders 10 products (one order line each) on its Purchase Order #1234. The manufacturer ships out 7 line items on 1st March, 2019 and the remaining 3 items on 10th March, 2019. What will be its Line Count Fill Rate?

a. 50%	b. 70%
c. 30%	d. 100%
 - (iv) In a company the cost of sales = ₹ 36,000,000 & its average inventory = ₹ 6,000,000. What will be its inventory turnover?

a. 7	b. 36
c. 16	d. 6
 - (v) The ratio of the percentage of number of items of A,B and C classes in ABC analysis is _____, respectively.

a. 10%:20%:70%	b. 70%:20%:10%
c. 10%:70%:20%	d. None of the above

- (vi) WTO (World Trade Organization) is the successor of
- | | |
|---------|---------|
| a. GATT | b. GATT |
| c. IBRD | d. IBRD |
- (vii) Container capacity is often expressed in TEU, i.e-
- | | |
|----------------------------------|----------------------------------|
| a. twenty-foot equal units | b. twenty-foot equal units |
| c. twnty-entitye quivalent units | d. twnty-entitye quivalent units |
- (viii) XYZ Company Orders 2 Products on Purchase Order #4567, with a Requested Ship Date of June 10. The first item is in-stock and ships on June 10th. The second item is on back order. The manufacturer estimates that the 2nd item will ship by July 1. The item is manufactured and ships out on June 28. The Performance to Promise Date will be-
- | | |
|--------|--------|
| a. 50% | b. 50% |
| c. 75% | d. 75% |
- (ix) Pareto charts are used to
- | | |
|--|--------------------------------|
| a. Identify inspection points in a process | b. Outline production schedule |
| c. Organize errors, problems and defects | d. Show material flow |
- (x) Zero defects in manufacturing
- | | |
|--|---|
| a. Is an unavoidable and misleading idea | b. Is the goal of TQM |
| c. Is readily achievable in all areas | d. Is a relevant goal only in electronic assembly |

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- | | |
|--|---|
| 2. Explain the linkage between Customer Relationship Management and Logistics. | 5 |
| 3. Discuss the concept of “Procurement” in supply chain. | 5 |
| 4. Explain what you understand by NVOCC. | 5 |
| 5. Differentiate between a push-based supply chain and a pull-based supply chain. Also give an example to illustrate your point. | 5 |
| 6. Describe the actions that can facilitate Green Supply Chain. | 5 |

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

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|--|----|
| 7. (a) Describe Multimodal transport. | 5 |
| (b) Discuss Principles of Material Handling. | 10 |

8. (a) What do you understand by Bill of Material. 2
- (b) The stores of a repair shop has 10 items whose details are shown in the following table. Apply ABC analysis to the stores and identify A Class, B Class and C Class items. 13

Details of Store

Component Code	Description	Price/Unit (₹)	Annual Demand Units/Year
C01	Packing Thread	100	100
C02	Tower Bolt	200	300
C03	Hexagonal Nut	50	700
C04	Brush	300	400
C05	Coupling	500	1000
C06	Bearings (Big)	3000	30
C07	Bearings (Small)	1000	100
C08	Fuel Pump	7000	500
C09	Fixture	5000	105
C10	Drill bit	60	1000

9. (a) Demand for the Desktop Computer at Best Buy is 1,000 units per month. The ordering cost is ₹4000 each time an order is placed. Each computer costs ₹500 and the retailer has a holding cost of 20%. Calculate: 6+5
- (i) EOQ (Economic Order quantity)
- (ii) No. of orders per year.
- (b) Define the following terms: 2+2
1. Truck Turnaround Time
 2. SKU Fill Rate
10. (a) Explain Porter's Value Chain. 4
- (b) What do you understand by Dead Stock? 2
- (c) ABC Industry is in the process of identifying a vendor to supply steel for its activities. It has identified three vendors X,Y and Z to supply steel. The particulars of the vendors are as shown in the table below. Three quantities are in tons of steel. Find the best vendor using Weighted Vendor Plan. Find the best vendor. 9

Criterion	Weight-age	Data	Vendor X	Vendor Y	Vendor Z
Quality	60%	Lots Received	90	100	70
		Lots Accepted	80	90	60
Delivery	25%	Lots Received According to Promise	70	80	60
Price	15%	₹	13.50	13.00	14.50

- | | | |
|---------|---|---|
| 11. (a) | Differentiate between Inbound Logistics and Outbound Logistics. | 4 |
| (b) | Explain the role of cycle inventory in a supply chain. | 3 |
| (c) | Discuss the importance of transportation in supply chain. | 3 |
| (d) | Describe Containerization. | 5 |
