02/06/26

Sl. No. : 1348

Unique Paper Code(UPC) : 2923060063/ 2923060035

Name of the Paper : Supply Chain Management

Name of the Course : Bachelor of Management Studies (BMS), 2026

Semester : VI

Duration : 3 hours

Maximum Marks : 90

Instructions for candidates

1. Attempt all questions
2. All questions carry equal marks

Q 1 (a) A growing online shopping company in Mumbai sells clothes, electronics, and home products across India. During festive seasons, the company faces delayed deliveries, shortage of warehouse space, high transportation costs, and inventory problems. Customers also complain about damaged products and late order tracking updates. The company management wants to improve its supply chain system to compete with large e-commerce companies. (18 marks)

As a Supply Chain Management consultant, explain the following with reference to the above situation:

1. Identify few challenges faced by the company in supply chain management.
2. Suggest suitable solutions to improve the company's supply chain efficiency.
3. Explain how changing business environment and technology trends can impact the company's supply chain operations.

Q.2 (a) Define Supply Chain Management. Explain the major key issues involved in Supply Chain Management such as demand uncertainty, inventory management, transportation cost, coordination among supply chain members, and information sharing. (9marks)

(b) Discuss the relationship between competitive strategy and supply chain strategy. Explain how companies can achieve strategic fit by aligning supply chain activities with customer needs and market conditions. Give suitable examples to support your answer. (9 marks)

Q 3 A consumer electronics company experiences large fluctuations in orders across its supply chain. Small changes in customer demand at the retail level result in exaggerated demand at the distributor and manufacturer levels. This leads to excess inventory, higher costs, and poor service levels.

(a) Explain the concept of the bullwhip effect in the context of the case. What are the key causes of this phenomenon? (9 Marks)

(b) Suggest how demand forecasting techniques and information sharing can reduce the bullwhip effect. Discuss the role of supply chain integration in improving coordination. (9 Marks)

Q.4 An automobile manufacturing company in Chennai receives components from different suppliers across India and assembles vehicles according to market demand. Recently, the company has experienced delays in transportation, inaccurate demand forecasting, inventory imbalance, and quality-related complaints from customers. To solve these issues, the company plans to adopt the SCORE Model, improve supply chain integration, and use advanced inventory management techniques. (18 marks)

(a) Explain the Push-based and Pull-based supply chain systems with suitable examples from the case.

(b) Discuss the role of demand forecasting and the CPFR Model in improving supply chain efficiency.

(c) Explain how the SCORE Model can help the company improve supply chain performance and coordination.

Q.5Answer any three of the following as directed: (6*3=18marks)

1. Describe the role of strategic partnerships in improving coordination and efficiency in Supply Chain Management.
2. Explain how 3PL and 4PL service providers help companies in managing logistics activities effectively.
3. Discuss the importance of reverse flow of goods and its contribution to customer satisfaction and environmental sustainability.
4. Explain how modern technology and supplier relationship practices help organisations achieve better supply chain performance.