


Name: Enrolment No:			
<p style="text-align: center;">UPES End Semester Examination, May 2025</p>			
Course: Global Sourcing Program: BBA in Foreign Trade Course Code: INTB2023		Semester: IV Time : 03 hrs. Max. Marks: 100	
Instructions: <ul style="list-style-type: none"> • This is a CLOSE BOOK exam. • All questions are mandatory. • The use of laptops, internet access, mobile phones, and other electronic devices is strictly prohibited during the exam • Use of unfair means will result in immediate disciplinary action. 			
SECTION A (10Qx2M=20Marks)			
S. No.		Marks	CO
Q1	<ol style="list-style-type: none"> Which of the following is a key driver of supply chain performance? <ol style="list-style-type: none"> Advertising Inventory Legal Structure Branding The bullwhip effect refers to: <ol style="list-style-type: none"> The efficiency of transportation Fluctuations in inventory due to forecast errors Outsourcing decisions Quality control in manufacturing Which mode of transportation is least expensive per ton-mile? <ol style="list-style-type: none"> Air Rail Truck Courier A green supply chain primarily focuses on: <ol style="list-style-type: none"> Reducing cost Environmental sustainability Revenue generation Labor efficiency 	10x2=20	CO1

	<p>5. Vendor Managed Inventory (VMI) is a technique where:</p> <ul style="list-style-type: none"> a) The supplier manages the buyer's inventory b) The buyer dictates inventory decisions c) Third party handles procurement d) None of the above <p>6. Cross-docking aims to:</p> <ul style="list-style-type: none"> a) Increase inventory b) Store products longer c) Reduce storage time d) Avoid deliveries <p>7. ERP systems in SCM are used to:</p> <ul style="list-style-type: none"> a) Generate promotional offers b) Integrate processes and data c) Design logos d) Manage human resources <p>8. Lead time in SCM means:</p> <ul style="list-style-type: none"> a) The time to lead a team b) Total production hours c) Time between order and delivery d) Time spent in transportation only <p>9. Supply chain network design includes:</p> <ul style="list-style-type: none"> a) Logo development b) Marketing campaign c) Location of facilities d) Customer preference surveys <p>10. Reverse logistics is concerned with:</p> <ul style="list-style-type: none"> a) Forward flow of products b) Processing customer returns c) Managing promotions d) None of the above 		
SECTION B (4Qx5M= 20 Marks)			
Q 2	Define supply chain management and explain its key components. How does SCM create value for a business?	5	CO2
Q 3	Discuss the role of supply chain drivers. How do facilities, inventory, and transportation influence performance?	5	CO2
Q 4	What are the major differences between responsive and efficient supply chains? Use examples from the Indian market.	5	CO2
Q 5	Describe the bullwhip effect with the help of a supply chain example. What strategies can companies adopt to reduce this effect?	5	CO2

SECTION C (3Qx10M= 30 Marks)			
Q 6	Explain the importance of strategic sourcing. What are the major criteria used in supplier selection?	10	CO3
Q 7	Describe Just-In-Time (JIT) inventory system. How does it reduce waste and improve efficiency?.	10	CO3
Q 8	How can demand forecasting improve supply chain planning? Mention quantitative and qualitative forecasting methods?	10	CO3
SECTION-D (2Qx15M= 30 Marks)			
Q 9	Discuss the importance of coordination and collaboration in the supply chain. How does lack of coordination lead to inefficiencies?	15	CO4
Q 10	Explain the challenges and opportunities of managing global supply chains. Use examples from post-COVID disruptions?	15	CO4