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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Program: MBA BA   **Semester – III**
Subject (Course): Supply Chain Analytics   **Max. Marks: 100**
Course Code : DSBA 8006   **Duration : 3 Hrs**
No. of page/s: 3

Objective type questions [20, Each of one number] (co$_1$, co$_2$)

Q1. The dimension of e-commerce that enables commerce across national boundaries is called;

A. Interactivity.
B. Global reach.
C. Richness.
D. Ubiquity.

Q2. Which one of the following is not one of the major types of e-commerce?

A. C2B.
B. B2C.
C. B2B.
D. C2C.

Q3. The ability to change the product to better fit the needs of the customer is called;

A. Customization.
B. Personalization.
C. Privacy.
D. Accessibility.

Q4. A _____represents data as two-dimensional tables with records organized in rows and attributes in columns.

A. Database management system.
B. Data Warehouse.

C. SQL Query.

D. Relational Database.

Q5. E-business can be defined as;

A. The uninhibited flow of information and goods on the Web.

B. The use of the Internet and the Web to transact business.

C. Digitally enabled transactions and processes within an organization.

D. Commercial transactions involving electronic goods.

Q6. The purchase of goods or services for use by an organization in producing other goods and services, to support the daily operations of the organization, or for resale is called;

A. Wholesale marketing.

B. Business-to-business marketing.

C. Corporate marketing.

D. Distribution marketing.

Q7. The development and maintenance of _____ between buying and selling organizations is pivotal to the success.

A. Products

B. Relationships

C. Services

D. System

Q8. Three broad types of B2B organizations are identified as;

A. Domestic, regional and international organizations.

B. Small, medium and large enterprises.

C. Commercial, government and institutional organizations.

D. Small companies, large enterprises, and not-for-profit organizations.

Q9. The communication standard for sharing business documents and settlement information that emerged in the 1970s is called_____;

A. ECD.

B. EDI.

C. IDE.

D. BCB.

Q10. What does ESB mean?

A. Enterprise Service Bus

B. Enterprise Solution Bus

C. Enterprise System Bus
D. Enterprise Service Business

Q11. Which of the following is true for supply chain management?

A. The physical material moves in the direction of the end of the chain
B. Flow of cash backwards through the chain
C. Exchange of information moves in both the direction
D. All of the above

Q12. The sequence of a typical manufacturing supply chain is;

A. Storage–Supplier–manufacturing–storage–distributor–retailer–customer
B. Supplier–Storage-manufacturing–storage–distributor–retailer–customer
C. Supplier–Storage-manufacturing– distributor–storage–retailer–customer
D. Supplier–Storage-manufacturing–storage– retailer–distributor–customer

Q13. Reverse logistics is required because;

A. Goods are defective
B. Goods are unsold
C. The customers simply change their minds
D. All of the above

Q14. VMI stands for

A. Vendor material inventory
B. Vendor managed inventory
C. Variable material inventory
D. Valuable material inventory

Q15. The purpose of supply chain management is;

A. Provide customer satisfaction
B. Improve the quality of a product
C. Integrating supply and demand management
D. Increase production

Q16. The focus in customer relationship management is on:
A. Choosing right vendor
B. Information exchange
C. Securing customer loyalty
D. Systems integration

Q17. Process which involves controlling, implementing and planning materials and final goods to meet the final customer at high profits is classified as

A. Exclusive distribution
B. Exclusive dealing
C. Physical distribution
D. Supply chain management

Q18. Measurement of supplier performance can result in:
A. All of the below
B. Control and measure
C. Increase efficiency
D. Reduce wastage

Q19. Identify from the following list a major strategic risk associated with outsourcing.

A. Outsourcing landed cost is usually higher than insourcing cost.
B. The supplier is purchased by a competitor
C. The business loses sight of market trends.
D. The cost of supplied material is passed on to the customer.

Q20. _____ is the design of seamless value-added processes across organization boundaries to meet the real needs of the end customer.

A. Operations
B. Supply chain management
C. Process engineering
D. Value charting

Short answer questions(Answer any five)

Q1. What is Supply Chain Management?	(co₁)	[4]
Q2. Define Reverse Logistic.	(co₁)	[4]
Q3. What is Agile Supply Chain?	(co₁)	[4]
Q4. What is Pricing and Revenue Management?	(co₁)	[4]
Q5. Define E-Commerce & E-Business.	(co₁)	[4]
Q6. What is Supplier Development?	(co₁)	[4]

Descriptive Questions(Answer any 4)

Q1. What is a Business and what is the purpose of a Business? Define important features of a Business.   (co_2)   [10]

Q2. Explain the Benefits and Risks of Outsourcing. **(co_1)**   [10]

Q3. Explain EDI along with Benefits and Drawbacks. (co_2)   [10]

Q4. What is Messaging? Explain the difference between Synchronous and Asynchronous Messaging along with Advantages and Disadvantages of each. (co_2)   [10]

Q5. What is Supply Chain Network Design? What are the main factors that influence Supply Chain Design decisions?   (co_3)   [10]

Analytical / Case Study (co_3)   [20]

Think out you are working as a Supply Chain Analytics expert for a Manufacturing company, where you have switched your job a few months back from a Service Based Company. As an Analyst, your job is to suggest the long term strategies to improve the overall performance of the business, using your skills and different Analytics tools and technologies across the organization including all departments such as Logistic, Sales, Production and Warehouse etc.

a) Explain the differences you have seen in Supply Chain Designs for a Manufacturing and a Service Industry.

b) What all strategies will you prepare, to increase the overall performance and reducing the operational cost of business?