

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
MBA-III Semester
Subject Code: MBA-GE-OM-02
Subject Name: Supply Chain Management

Roll No...

Duration: 3 Hour

Max.Marks -60

(12X5=60)

Note: Attempt any Five Questions, All questions carry equal marks

- Q1: What is supply chain management? Explain 'Achieving Strategic Fit' in supply chains with the help of a suitable example.
- Q2: Explain network design in supply chain management in detail.
- Q3: Discuss the associated risks in supply chain management.
- Q4: Discuss the goal of a supply chain and explain how supply chain decisions affect the success of a firm.
- Q5: Explain the Components of demand forecasting.
- Q6: Discuss the bullwhip effect in supply chain management and explain how it is measured.
- Q7: What is a channel distribution? How are logistics and marketing mutually dependent on each other to make sure that the channel operates efficiently and effectively?
- Q8: Discuss how IT plays an important part in a productive and value-added SCM practice firm.