

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA [Semester IIIrd]

Subject Name: Supply Chain Management

MM: 75

Subject Code: MBA-GE-OM-02

Time: 03 Hours

Email Id of the Examiner: scmexamination2021@gmail.com

Email Id of the Assistant Superintendent of Exams: assistant.superintendent.exams@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-III-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: Draw a supply chain management of any company and explain its components. Discuss different stages of supply chain management evolution.

Q2: Fit a linear trend line by the method of least squares from the following data and estimate airline take offs for the year 2022. How the airline improves the supply chain performance?

Years	2013	2014	2015	2016	2017	2018	2019	2020	2021
Take-off	263870	302790	330484	453921	569033	592292	601977	634062	707754

Q3: Q: A logistics company is looking for a quarterly forecast of the number of customers expected next year. The company business is seasonal, with a peak in the second quarter and a trough in the fourth quarter. They have collected the quarterly demand data from the past four years. As a manager, forecast the customer demand for each quarter of the year 4, if the total demand for the 4th year is estimated to be 570 customers. Discuss the factors affecting the distribution network design.

Quarters	Demand		
	Year 1	Year 2	Year 3
1	145	140	145
2	185	190	188
3	132	135	130
4	94	90	95

Q4: a) Mr. Bector owns a small coffee shop. He wants to know the average number of customers queuing in his coffee shop, to decide whether he needs to add more space to accommodate more customers. Currently, his queuing area can accommodate no more than eight people.

Mr. Bector measured that, on average, 50 customers arrive at his coffee shop every hour. He also determined that, on average, a customer spends around 6 minutes in his store. Given these inputs, find the average number of customers queuing in Mr. Bector coffee shop?

b) What is forecasting error? Calculate bias, MAD, MAPE and Tracking Signal from the given data.

Actual Demand	134	143	144	130	135	125	140	137	143	126	132	139
Forecast	136	135	137	139	137	136	133	135	136	138	134	134

Q5: Explain logistics. What do you understand with different types of logistics and its 7 R's? Discuss logistics goals and strategies. Differentiate logistics with supply chain.