

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
Integrated MBA- Semester IX

Roll No...

Subject Code : MBA (I)- GE-OM-02
Subject Name: Supply Chain Management

Duration: 3 Hour

Max.Marks -75

(15X5=75)

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: Do drivers play a role in supply chain management? Explain what the drivers are.
- Q5: Discuss demand forecasting methods in detail.
- 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.