

00348

**MASTER OF BUSINESS ADMINISTRATION  
(MBASCMFL)**

**Term-End Examination**

**December, 2011**

**MCQ-002 : INTRODUCTION TO SUPPLY CHAIN**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal Marks.*

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1. Draw out the conceptual differences between a modern supply chain and a traditional distribution chain. 20
2. Describe the key players and their roles in the warehousing function. 20
3. Enumerate the role of cycle inventory in a supply chain. 20
4. Take relevant illustrations to discuss the traditional method of storage and movement. 20
5. How does infrastructure form a resource for the supply chain ? 20

6. Present an example of an Indian industry where you observe the supply chain drivers running the show. 20
7. How does culture impact upon the design and working of supply chains ? 20
8. (a) What do you understand by Native Intelligence ? 10
- (b) Write the role played by carnivals in supply chain. 10
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