

**MASTER'S OF BUSINESS ADMINISTRATION  
(SUPPLY CHAIN MANAGEMENT)  
(MBASCMFL)**

**Term-End Examination**

**June, 2013**

**MCQ-027 : ADVANCED IT FOR SUPPLY CHAINS**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What is the business intelligence ? How does it help in supply chain management ? 20
2. Explain in detail how data is modeled in a data warehouse ? 20
3. What are the performance metrics used in analysing transport operations ? 20
4. (a) Differentiate between OLAP and OLTP systems. 10  
(b) How are utilization metrics determined for a warehouse ? 10
5. Differentiate between system alerts and notifications. Give examples. 20

6. What reports are evaluated to measure inventory control performance ? 20
7. Name any two business intelligence tools and explain their utility in management. 20
8. (a) What are the latest upcoming technologies in supply chain reporting ? 10
- (b) How can transport operations be optimized using collaborative software applications ? 10
-