



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination - May 2025

IV Semester

Class : II PG

Major : MBA

Time: 3 Hours

Max. Marks: 100

23MBAC30R Specialisation - II.P.IV - Supply Chain and Logistics in Retailing

Course Outcomes:

CO1: Understand fundamental supply chain management and logistics concepts and their interrelationships.

CO2: Apply decision making tools and software tools to evaluate and manage supply chain networks.

CO3: Analyse and improve supply chain processes with sustainability approach.

CO4: Evaluate implications of supply chain and logistics at local and global perspective.

CO5: Adapt and implement recent trends in managing supply chain and logistics functions.

Part A

10 x 1 = 10

Choose the Correct Answer

1. Which of the following is a key objective of Supply Chain Management (SCM)? CO1K1
 - a. Reducing the product cost
 - b. Maximizing the customer experience
 - c. Minimizing the number of suppliers
 - d. Maximizing profit without considering the customer needs
2. What does "Supply Chain Planning" primarily focus on? CO1K1
 - a. Enhancing product quality
 - b. Managing inventory levels and demand forecasts
 - c. Minimizing transportation costs
 - d. Reducing product lead times
3. Which of the following is considered part of operational supply chain management (SCM)? CO2K1
 - a. Supplier relationship management
 - b. Demand forecasting
 - c. Order fulfillment and distribution
 - d. Long-term strategic partnerships
4. In the context of strategic supply chain management, what is a key focus? CO2K1
 - a. Increasing the number of suppliers
 - b. Developing long-term supplier relationships and capabilities
 - c. Cutting down operational costs
 - d. Improving customer service through short-term planning
5. Which of the following best describes a "digital supply chain"? CO3K1
 - a. A supply chain that relies solely on manual processes
 - b. A supply chain where all information flows through digital platforms and tools
 - c. A supply chain limited to e-commerce businesses
 - d. A supply chain with no technological integration
6. Which of the following is NOT a benefit of digital supply chain technologies? CO3K1
 - a. Real-time inventory tracking
 - b. Improved data accuracy
 - c. Increased lead time
 - d. Enhanced communication with suppliers

7. What is the role of "demand forecasting" in supply chain planning? CO4K1
 a. To determine when to increase prices
 b. To estimate future customer demand and adjust supply accordingly
 c. To negotiate better terms with suppliers
 d. To reduce manufacturing time
8. Which of the following is a characteristic of "lean supply chain management"? CO4K1
 a. Maximizing inventory to ensure production continuity
 b. Maintaining only the essential inventory levels to reduce waste
 c. High product customization
 d. Long production cycles
9. What does the term "bullwhip effect" refer to in supply chain management? CO5K1
 a. The delay in supply chain communication
 b. The amplification of demand fluctuations as one moves upstream in the supply chain
 c. A situation where demand decreases rapidly
 d. A method of improving supply chain logistics
10. Which of the following is a key feature of an effective supply chain strategy? CO5K1
 a. Focus solely on cost reduction b. Efficient transportation and logistics management
 c. Ignore customer feedback d. Short-term production planning

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11. a. Explain the concept of Supply Chain Management and its relationship with Logistics in Global Trade CO1K3
 (or)
11. b. Explain the main functions of Logistics in detail CO1K3
12. a. Explain Pre-Shipment Stage, Shipment Stage and Post Shipment Stage in Export Logistics. CO2K3
 (or)
12. b. Explain in detail Inco terms 2010 and major changes implemented in Inco terms 2020. CO2K3
13. a. List out and explain Customer Expectation related to Logistical Performance. CO3K3
 (or)
- 13.b. Explain the role of Block chain and Artificial Intelligence in Logistics. CO3K3
14. a. Write Short Notes on CO4K3
 i) 3PL and 4PL
 ii) Distribution Management
 (or)
- 14.b. Explain the Export Logistics Planning CO4K3
15. a. Explain the process Supply Chain Strategies CO5K3
 (or)
- 15.b. Explain Procurement Management and Outsourcing CO5K3

Part C

5 x 12 = 60

Answer ALL questions

Question No 20. Case is Compulsory

Each answer should not exceed 800 words or four pages

16. a. Explain in detail the Supply Chain Planning. CO1K4
(or)
16. b. Explain the Supply Chain Coordination. CO1K4
17. a. Describe the Operational SCM. CO2K4
(or)
- 17.b. Explain the Strategic Supply Chain Management CO2K4
18. a. Explain performance measurement techniques to assess the effectiveness
of food and beverage operations CO3K5
(or)
18. b Discuss the Role of Digital Supply Chain. CO3K4
19. a. Explain supply chain management practices of a company of your choice. CO4K4
(or)
- 19.b. Explain the manufacturing process integration CO4K4
- 20. Case Study (Compulsory Questions):** CO5K4

Zara, a leading global fashion retailer, has built a reputation for fast fashion and efficient supply chain management. The company operates under the umbrella of the Inditex group, and its supply chain model is often cited as a textbook example of how agile, responsive and innovative supply chain management can drive business success.

Questions:

1. Discuss the pros & cons of Agile Supply Chain practices.
2. For Fashion Retailing Industry, What is more important - Cost Effective Supply Chain or Responsive Supply Chains? Justify.
3. Comment on the Innovative Supply Chain Model of Zara groups.
