

# SHRI GURU NANAK DEGREE COLLEGE,

## Preet Vihar, RUDRAPUR

### BBA 401- SUPPLY CHAIN MANAGEMENT

#### Section A: Long Answer Questions

##### ◆ Unit I: Introduction to SCM

1. Define Supply Chain Management. Explain its importance in today's global market.
2. Discuss the key drivers of Supply Chain Management.
3. Explain the cycle view of a supply chain with a diagram.
4. What is the typology of supply chains? Explain its types.
5. Analyze major problems faced in SCM. Suggest solutions to overcome common SCM challenges.
6. Compare logistics and supply chain management.
7. Describe the concept of integrated supply chains.
8. Explain the upstream and downstream components of SCM.
9. Discuss the objectives and scope of supply chain management.
10. How does SCM contribute to customer satisfaction?
11. Evaluate the strategic importance of SCM in a competitive environment.
12. What are quick and accurate response systems in SCM? What are the technology enablers for implementing them?
13. Give a brief account of the history of logistics. Also, highlight the integrating properties of the logistic function over time.

##### ◆ Unit II: Components & Planning in SCM

1. Explain the three main components of SCM.
2. Describe the role of demand management in SCM.
3. What is the role of ERP in supply chain management? Analyze the evolution of ERP systems in SCM.
4. What is supply management? Explain its scope.
5. Discuss the advantages of using ERP in planning strategies.
6. Explain the use of forecasting in demand planning.
7. How do IT systems contribute to efficient supply chain planning?
8. What are planning strategies in SCM? Give examples.
9. How does integration of ERP enhance supply chain performance?
10. Analyze the role of SCM software in decision-making.
11. Explain the importance of demand forecasting in supply chain planning. Discuss any two forecasting methods commonly used in SCM and their strengths and weaknesses.
12. Explain the impact of transportation on supply chain operations and give examples of how technology improves transportation efficiency.

### ◆ Unit III: Benchmarking in SCM

1. Define benchmarking. Explain its importance in SCM.
2. What are the types of benchmarking? Explain with examples.
3. Discuss the complete benchmarking process in supply chains.
4. How does benchmarking help in performance improvement?
5. Discuss challenges in implementing benchmarking.
6. Explain the concept of world-class benchmarking.
7. How can benchmarking lead to continuous improvement in SCM?
8. Compare internal and external benchmarking.
9. Discuss the role of benchmarking in cost reduction.
10. How does benchmarking help organizations stay competitive?
11. Describe the supply chain involved in making the bar of Rent soap you have just picked up from your Reliance retail store.

### ◆ Unit IV: Modern Developments in SCM

1. What are the recent developments in supply chain management?
2. Analyze the role of outsourcing in SCM.
3. What is co-makership? How does it affect supply chain performance?
4. Describe the impact of e-commerce on supply chains.
5. Discuss the concept and role of Distribution Resource Planning (DRP).
6. Evaluate the environmental impact of supply chain operations.
7. Explain the importance of sustainability in SCM.
8. How can businesses adopt green supply chain practices?
9. What are the risks associated with outsourcing in SCM?
10. Describe future trends in global supply chain systems.
11. Discuss some emerging technologies that are transforming supply chain management practices.
12. What is green supply chain management and why has it gained importance in recent years?
13. How do global events, e.g., pandemics, natural disasters, impact the stability and efficiency of supply chain?
14. What role does last mile delivery play in the e-commerce supply chain and how is it evolving?

## Section B: Short Answer Questions

### 📖 Unit I: Introduction to SCM

1. Define SCM.
2. What is the evolution of SCM?
3. Name any two types of supply chains.
4. Discuss the cycle and push-pull views of supply chain.
5. What is the importance of SCM in business?
6. Name two key drivers of SCM.
7. Define logistics.

8. What is the typology of supply chains?
9. Mention any two solutions for SCM issues.
10. List two benefits of SCM.
11. What are the common problems faced by companies in managing their supply chains?
12. Explain the concept of supply chain risk management and provide examples of common risks.
13. Discuss facility decisions in detail with the help of suitable examples

## **Unit II: Components & Planning in SCM**

1. List the three main components of SCM.
2. What is demand management?
3. Define demand forecasting.
4. Expand ERP.
5. What is supply management?
6. What is Quick Response & Accurate Response System?
7. Mention any two benefits of ERP.
8. What is planning in SCM?
9. List two forecasting techniques.
10. Write two uses of IT in SCM.
11. Define ERP implementation.
12. Differentiate between supply and demand planning.
13. How does inaccurate demand forecasting impact the entire supply chain?
14. What are the key challenges faced by businesses in supply management?
15. Identify two inventory costs and explain the trade-off between holding inventory and providing good customer service.
16. Explain the role of collaborative planning and forecasting for efficient execution of supply chains.

## **Unit III: Benchmarking in SCM**

1. What is benchmarking?
2. Name the types of benchmarking.
3. Define internal benchmarking.
4. List two benefits of benchmarking.
5. What is performance benchmarking?
6. State two challenges in benchmarking.
7. Define process benchmarking.
8. What is the goal of benchmarking?
9. How does benchmarking help companies stay competitive and improve their processes?
10. Explain the concept of reverse logistics and its significance in today's business environment.
11. Describe the different types of supply chain strategies.

#### **Unit IV: Modern Developments in SCM**

1. What is co-makership?
2. Define Green SCM. List two features of green supply chains
3. What is outsourcing in SCM?
4. Define world-class SCM.
5. Define e-SCM .Name two benefits of e-commerce in SCM.
6. Define sustainable SCM. Mention one example of digital SCM.
7. How does ERP contribute to streamlining processes and improving decision-making in supply chains?
8. Explain the concept of supply chain risk management and provide examples of common risks.
9. What is meant by strategic fit? How is strategic fit achieved in a supply chain network?
10. What role does technology such as automation and real-time data analytics play in creating a world-class supply chain?

#### **Section D: Analytical / Case-Based Questions**

##### **Unit I: Introduction to SCM (Analytical Questions)**

1. Case: A retail company is facing delivery delays and high inventory costs. Analyze how understanding the cycle view of supply chain management could help improve their operations.
2. Compare and contrast the efficiency of a push-based and a pull-based supply chain for a fast-moving consumer goods (FMCG) company.
3. How would the absence of a clear supply chain structure affect customer satisfaction and cost management?
4. A company is expanding internationally. Identify the key drivers of SCM that it must focus on for successful operations.
5. Suppose a business is experiencing repeated stockouts and overstock situations. Identify potential SCM problems and propose suitable solutions.

##### **Unit II: Components & Planning in SCM**

1. A pharmaceutical company is struggling with demand forecasting. Analyze how the use of ERP and accurate response systems can help streamline production and reduce waste.
2. Compare the effectiveness of Quick Response and Accurate Response systems for a seasonal fashion business.
3. Suppose a business has implemented ERP but is not seeing improvement. Analyze possible reasons and suggest improvements in integration or training.
4. How can poor demand forecasting lead to supply chain disruptions? Provide a hypothetical example to support your answer.

5. You are the supply manager in a tech firm. How would you align forecasting, planning, and ERP usage to prepare for the launch of a new product?

### **Unit III: Benchmarking in SCM**

1. A logistics company wants to improve delivery time and reduce operational costs. Propose how benchmarking could assist them in achieving this goal.
2. Compare internal and external benchmarking approaches. Which would be more suitable for a start-up entering the logistics sector, and why?
3. A manufacturing firm is consistently underperforming compared to industry leaders. Design a step-by-step benchmarking process to help them identify gaps.
4. How can benchmarking help an e-commerce company enhance its warehousing efficiency?
5. Suppose a firm benchmarks against a competitor and finds that their order processing time is significantly slower. What changes should the firm implement based on this insight?

### **Unit IV: Modern Developments in SCM**

1. A company is planning to implement Green Supply Chain practices. Develop a plan that outlines key areas to address and benefits they might expect.
2. Evaluate the benefits and risks of outsourcing supply chain functions for a mid-size electronics company.
3. An online retailer is growing rapidly. Analyze how E-commerce integration and DRP can help manage their expanding distribution network.
4. Consider a firm aiming to become a world-class supply chain leader. What technological, environmental, and strategic practices should it adopt?
5. A firm wants to enter global markets. Analyze the relevance of co-makership and green SCM in building long-term sustainable partnerships.

## **Section C: Objective Type Questions (MCQs)**

### **Unit I**

1. SCM stands for:
  - a) Stock Control Management
  - b) Supply Chain Management
  - c) Systematic Chain Management
  - d) None of these
2. The main objective of SCM is to:
  - a) Increase profit
  - b) Deliver product on time
  - c) Minimize HR cost

d) Reduce taxes

3. Cycle view focuses on:

- a) Department coordination
- b) IT system
- c) Customer feedback
- d) Processes in supply chain

4. Upstream supply chain includes:

- a) Customers
- b) Distributors
- c) Suppliers
- d) Retailers

5. Which of the following is a key driver of SCM?

- a) Human Resource
- b) Inventory
- c) Furniture
- d) Legal Services

6. SCM is related to:

- a) Transport only
- b) Warehousing only
- c) Logistics and integration
- d) Sales only

7. The flow in SCM does not include:

- a) Product flow
- b) Cash flow
- c) Talent flow
- d) Information flow

8. Typology of supply chain includes:

- a) Linear & Horizontal
- b) Push & Pull
- c) Chain & Cycle
- d) Long & Short

9. SCM links:

- a) Suppliers only
- b) Manufacturer & retailer
- c) Whole supply network
- d) None

10. SCM optimizes:
- a) Capital investment
  - b) Customer service
  - c) Financial accounting
  - d) HR planning

11. Which is not a problem in SCM?
- a) Delays
  - b) Inventory excess
  - c) Strong relationships
  - d) Miscommunication

12. A downstream partner is:
- a) Raw material supplier
  - b) Manufacturer
  - c) Retailer
  - d) Factory owner

13. The first step in SCM is:
- a) Delivery
  - b) Production
  - c) Planning
  - d) Storage

## Unit II: Components & Planning in SCM

1. Which of the following is not a component of SCM?
- a) Demand management
  - b) Supply management
  - c) Distribution
  - d) Customer relationship

2. ERP stands for:
- a) Enterprise Resource Planning
  - b) Equipment Resource Programming
  - c) Enterprise Risk Plan
  - d) Evaluation Resource Plan

3. Demand forecasting helps in:
- a) Increasing employee count

- b) Predicting customer demand
- c) Reducing salaries
- d) Selecting raw materials

4. Supply management is primarily concerned with:

- a) Transport
- b) Raw material procurement
- c) Promotion
- d) Advertising

5. Which is an ERP software?

- a) SAP
- b) Excel
- c) Google Drive
- d) Canva

6. Accurate Response System focuses on:

- a) Social Media Management
- b) Data redundancy
- c) Customer need prediction
- d) Branding

7. Forecasting is needed in:

- a) Past data analysis only
- b) Market research only
- c) Planning future demand
- d) Inventory disposal

8. Quick Response system is useful in:

- a) Long term forecasting
- b) Vendor audit
- c) Fashion and seasonal products
- d) Quality control

9. Planning strategies include:

- a) Strategic and operational planning
- b) Advertising strategy
- c) CRM tools
- d) Random stock allocation

10. A benefit of ERP in SCM is:

- a) Complex data duplication
- b) Real-time data sharing



- c) Redundant process addition
- d) Disconnected departments

11. Demand management aims to:

- a) Delay orders
- b) Predict demand & align resources
- c) Outsource work
- d) Increase prices

12. Supply chain planning is based on:

- a) Customer reviews only
- b) Logistics outsourcing
- c) Forecasting and ERP
- d) Random demand creation

13. ERP helps in:

- a) Isolating departments
- b) Paper-based reporting
- c) Integration of business processes
- d) Increasing fixed costs

### Unit III: Benchmarking in SCM

1. Benchmarking is a process of:

- a) Copying competitors blindly
- b) Comparing with best practices
- c) Reducing prices
- d) Hiring vendors

2. Competitive benchmarking compares:

- a) Within the company
- b) With industry leaders
- c) With unrelated businesses
- d) With suppliers only

3. The first step in benchmarking is:

- a) Implementation
- b) Measurement
- c) Identification of process

d) Final report

4. Benchmarking helps in:

- a) Reducing quality
- b) Ignoring best practices
- c) Enhancing performance
- d) Avoiding comparisons

5. Process benchmarking refers to:

- a) Comparing price strategies
- b) Comparing HR teams
- c) Comparing operational workflows
- d) Comparing financial audits

6. Which of the following is not a benchmarking type?

- a) Strategic
- b) Internal
- c) Physical
- d) Functional

7. Benchmarking improves:

- a) Employee attendance
- b) Waste generation
- c) Efficiency and quality
- d) Legal costs

8. World-class benchmarking focuses on:

- a) Low-budget copying
- b) Best international practices
- c) Outsourcing
- d) Guesswork

9. External benchmarking compares:

- a) Departments in the same firm
- b) Companies in same industry
- c) Government bodies
- d) Political institutions

10. One challenge of benchmarking is:

- a) Cost minimization
- b) Data confidentiality
- c) Increased coordination
- d) Employee rewards

11. Benchmarking is mainly used to:

- a) Increase errors
- b) Reduce reporting
- c) Improve performance
- d) Ignore standards

12. Benchmarking partners are:

- a) Students
- b) Customers
- c) Organizations sharing best practices
- d) Logistic firms only

13. Benchmarking cycle includes:

- a) Five stages
- b) Two stages
- c) Ten stages
- d) Three stages

#### Unit IV: Modern Developments in SCM

1. Green SCM emphasizes:

- a) High costs
- b) Waste reduction and sustainability
- c) Legal documentation
- d) Offline services

2. Co-makership refers to:

- a) Customer hiring
- b) Strategic supplier partnership
- c) Job swapping
- d) Vendor selection

3. E-commerce helps SCM by:

- a) Delaying delivery
- b) Creating paper orders
- c) Enhancing speed and efficiency
- d) Ignoring demand

4. DRP stands for:
- a) Distribution Resource Planning
  - b) Demand Rate Prediction
  - c) Development Resource Plan
  - d) Delivery Routing Procedure
5. Outsourcing in SCM results in:
- a) Increased cost
  - b) Better customer relationships
  - c) Reduced focus
  - d) Core activity focus
6. One advantage of Green SCM is:
- a) High inventory
  - b) Environmental compliance
  - c) Unstructured processes
  - d) Slower delivery
7. E-SCM integrates:
- a) Financial markets
  - b) Technology with supply chain
  - c) Laws
  - d) Solely HR departments
8. World-class SCM focuses on:
- a) Isolated vendors
  - b) Global standards & integration
  - c) Only local markets
  - d) Basic warehousing
9. Sustainability in SCM means:
- a) High profits only
  - b) Short-term goals
  - c) Long-term environmental and social responsibility
  - d) Stock dumping
10. Co-makership leads to:
- a) Lower trust
  - b) Better quality and reduced cost
  - c) More legal issues
  - d) Less vendor control
11. Green SCM includes:

- a) Use of harmful packaging
- b) Hazardous disposal
- c) Energy-efficient logistics
- d) Avoidance of digital tools

12. Outsourcing can be risky due to:

- a) Cost savings
- b) Cultural misalignment and quality issues
- c) Faster services
- d) In-house control

13. E-commerce allows:

- a) Inventory confusion
- b) Real-time visibility of supply chain
- c) Manual order placing
- d) Delayed communication