

Course Code: 23MB4C01  
**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY**  
**&SCIENCE(AUTONOMOUS)**  
*II-MBA II-Semester Model Paper (BR23), May - 2025*  
**SUPPLY CHAIN MANAGEMENT AND ANALYTICS (MBA)**  
Time: 3 hours Max. Marks: 70

**PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)**

**All Questions Carry Equal Marks**

**PART - B Compulsory (1 x 10 = 10 Marks)**

**PART -A**

UNIT-I		Marks	CO	BL
1.a	Define Supply chain management Also discuss evolution of SCM	6M	C221.1	L1
1.b	Discuss push view and pull view of supply chain management	6M	C221.1	L2
<b>OR</b>				
2.a.	Explain the types of supply chains. Also mention the drivers of supply chain	6M	C221.1	L3
2.b.	Describe in detail about the types of supply chain analytics	6M	C221.1	L2

UNIT-II		Marks	CO	BL
3.a)	What is meant by supply chain analysis? Explain its process	6M	C221.2	L1
b)	Write a brief note on the demand planning	6M	C221.2	L1
<b>OR</b>				
4.a)	Explain the Production planning and scheduling	6M	C221.2	L3
b)	Discuss advanced planning system in detail.	6M	C221.2	L2

UNIT-III		Marks	CO	BL
5.a)	What is set covering problem ? explain with an example	6M	C221.3	L1
b)	Discuss the greedy approximate algorithm in detail.	6M	C221.3	L2
<b>OR</b>				
6.a)	what is travelling salesman problem.explain in detail.	6M	C221.3	L1
b)	Explain the set partitioning problem in detail	6M	C221.3	L2

UNIT-IV		Marks	CO	BL
7.a)	illustrate fuzzy logic and supply chain management	6M	C221.4	L3
b)	Discuss the features and types of benchmarking	6M	C221.4	L2
<b>OR</b>				
8.a)	Write a note on outsourcing. Highlight the level and components of outsourcing	6M	C221.4	L1
b)	Explain the customer relationship management.differentiate between SCM and CRM	6M	C221.4	L2

UNIT-V		Marks	CO	BL
9.a)	Discuss inventory management in supplychain.highlight the elements and types of inventory	6M	C221.5	L2
b)	Explain the inventory management control techniques	6M	C221.5	L2
<b>OR</b>				

10.a)	Discuss advanced planning system in detail.	6M	C221.6	L1
b)	Explain various decision models in network design in supply chain	6M	C221.6	L3

**PART – B**

<b>CASE STUDY</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
11	<p>The Jaya Company supplies electric motors to Electronic Distributors, Inc. on a delivered price basis. Jaya has the responsibility for providing transportation. The traffic manager has three transportation service choices for delivery-rail, piggyback and truck. He has compiled the following information: Transportation Mode Transit Time Rate Shipment Size Days Rs/Unit Units Rail 16 25.00 10,000 Piggyback 10 44.00 7,000 Truck 4 88.00 5,000 Electronic Distributors purchases 50,000 units per year at a delivered contract price of Rs. 500 per unit. Inventory carrying cost for both companies is 25 percent per year.</p> <p>*Which mode of transportation should Jaya select? Justify your decision.</p>	10M	C221.5	L4

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