C–4071	Sub. Code
	31046 A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

SUPPLY CHAIN ANALYTICS

(2017 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Why is analytics important in a supply chain?

2. What do understand by the term supply chain analytics?

3. Mention any two important key issues in supply chain analytics.

4. List few supply chain analytics applications in recent trends.

5. Define modeling in supply chain analytics.

6. What is optimization approach in supply chain analytics?

7. Write the few importance of network planning.

8. What is logistics network design?

9. What is the role of ICT in procurement?

10. Why information is essential for effective supply chains?

Part B (5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain how supply chain analytics works.

Or

(b) How will you relate operation management with supply chain analytics?

12. (a) Explain the various parameters which make analytics good.

Or

(b) Elaborate the decision domains in supply chain analytics.

13. (a) What is data? Write its role in analytics.

Or

(b) Compare mathematical and interpretative modeling in supply chain.

14. (a) Write the importance of network planning.

Or

(b) Discuss the concept of 3PLs in supply chain.

15. (a) What is EDT? Explain in detail.

Or

(b) Describe Enterprise Resource planning (ERP) tool.

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Part C (3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Describe the advantages and disadvantages of SCA.

Or

(b) Briefly describe supply chain analytics applications in India.

17. (a) Discuss in detail the analytics of a transportation problem in a supply chain.

Or

(b) Describe heuristics design in logistic network.

18. (a) Explain in detail the role of ICT in supply chain.

Or

(b) Explain the decision phases of a supply chain.

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