



**JBP-014-0032006**

Seat No. \_\_\_\_\_

**M. P. M. (Sem. XI) (CBCS)  
(W.E.F. 2014-15-&2015-16) Examination**

**January – 2020**

**Supply Chain Management in Pharmaceutical Sector**

**Faculty Code : 014  
Subject Code : 0032006**

Time : 3 Hours]

[Total Marks : 80

**Instructions :**

1. Attempt three questions from each section.
2. Questions 1 and 5 are compulsory.
3. Figure to the right indicates full marks for the respective question.
4. Draw neat and clean diagram when required.

**SECTION - I**

- 1 Answer the following questions : (any seven) 14**
- (1) Define Supply chain management.
  - (2) Explain the term Bullwhip effect.
  - (3) Discuss the names of various modes of transportation.
  - (4) How do you understand Intermediaries ?
  - (5) Explain Coordination in SCM.
  - (6) Define Customer relationship management.
  - (7) What is Logistic management ?
  - (8) Give any two names of SCM software.
  - (9) Explain the law of demand & supply.
  - (10) What is network design in transportation ?
- 2 Answer the following questions :**
- (1) Explain supply chain management. Discuss its objectives. **7**
  - (2) Write Components of Physical Distribution Management (PDM). **6**

- 3** Answer the following questions :
- (1) Discuss in detail : 'Drivers and obstacles of supply chain.' **7**
- (2) Explain inbound and outbound logistics in brief. **6**
- 4** Answer the following questions :
- (1) Discuss tools and techniques of reducing transpiration costs in SCM. **7**
- (2) What are the use of Internet and E-Commerce in SCM ? – Discuss. **6**

## SECTION - II

- 5** Answer the following questions : (any two) **14**
- (1) Write a note on : Role of information technology in supply chain.
- (2) Discuss factors affecting distribution network in SCM.
- (3) Explain the concept of Enterprise Resource Planning (ERP).
- 6** Answer the following questions :
- (1) Explain various financial factors affecting SCM. **7**
- (2) Describe the current trends in Supply Chain Management. **6**
- 7** Answer the following questions.
- (1) Discuss in detail : How does supply chain management work ? **7**
- (2) Explain the concept of Bullwhip effect. **6**
- 8** Answer the following questions.
- (1) Discuss the effect of lack of co-ordination on performance of organization. **7**
- (2) How SCM is helpful in Healthcare sector ? – Discuss. **6**