

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-III : SUMMER : 2024

SUBJECT: SUPPLY CHAIN MANAGEMENT IN AGRIBUSINESS

Day : Friday
Date : 07/06/2024

S-25989-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I.
- 2) Attempt **ANY TWO** questions from Section – II.
- 3) Figures to the **RIGHT** indicate **FULL** marks.
- 4) Answers to both the sections should be written in the **SAME** answer book.

SECTION – I

- Q.1** What do you understand by Agricultural supply chain management? Explain with the help of example. (15)
- Q.2** Discuss the key challenges faced in agricultural supply chain management. (15)
- Q.3** What is logistic management? Discuss the importance of logistics management in supply chain operations and its impact on customer satisfaction and cost control. (15)
- Q.4** Discuss the concept of Information technology (IT) application in supply chain management. Explain any two advantages. (15)
- Q.5** “The food marketing system has become more complex and expensive with time.” Elaborate the statement. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Just in time (TIT)
 - b) Elements of SCM
 - c) Role of knowledge in SCM
 - d) Service innovation

SECTION – II

- Q.7** Comment on the meaning of the statement “you cannot eliminate the middleman” Under what circumstances can middleman be eliminated? Give example. (20)
- Q.8** Suppose you are hired as consultant to a developing country that to expand its food industry. How would you divide the available development resources between production of agriculture and the food marketing system? Discuss. (20)
- Q.9** Warehousing plays a crucial role in logistics management. Discuss the emerging trends that are transforming warehousing practices. As a manager can you connect the concept just in time (JIT) with warehousing? Discuss

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