

CS/BSCM/SEM-6/BSCM-603/2011

2011

**INTERNET TECHNOLOGY &
SUPPLY CHAIN MANAGEMENT**

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

i) CRM stands for

- a) Common Supply Man
- b) Customer Relationship Member
- c) Customer Relationship Management
- d) Consumer Relationship Management.

ii) The greatest risk in IT is

- a) verification b) initiation
- c) modernization d) installation.

iii) In TMF, *F* stands for

- a) formation b) foundation
- c) function d) facilitation.

iv) Which of the following costs does not affect by
e-business ?

- a) fund transfer b) transportation
- c) inventory d) facility.

v) A production schedule DSS can use

- a) simulation technique

- b) mathematical technique
 - c) artificial intelligence
 - d) all of these.
- vi) Production scheduling is the main factor of
- a) network analysis
 - b) operational planning
 - c) product planning
 - d) organizational scheduling.
- vii) Stages of excellence contains levels.
- a) 2 b) 10
 - c) 8 d) 4.
- viii) SCMP is applicable to the
- a) pull b) push
 - c) view d) none of these.
- ix) Global system, the gap refers to
- a) permanent b) payment
 - c) positioning d) presenting.
- x) The main part of CRM is
- a) sales data collection b) field survey
 - c) network analysis d) market segmentation.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. How can you sketch the structure of DSS ?
3. Enumerate the concept of supply chain master plan.
4. How do you define TMF ?
5. What are the major components of supply chain system ?
6. How do you justify the implementation of ERP in SCM ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Define E-Business. What are the main features of e-business ? State the role of e-business in supply chain.

2 + 4 + 9

8. As a supply chain manager, prepare the following :

- i) System architecture for your newly formed business
- ii) Supply chain master plans which support your system architecture. 8 + 7

9. State the meaning of Information Technology infrastructure.

Explain the goals of supply chain information technology. 5 + 10

10. Differentiate between internal and external supply chain management. Explain the processes of ISCM. What are the limitations of it ? 4 + 8 + 3

11. Write notes on any *three* of the following : 3×5

- a) Uses of IT in transportation
- b) Inventory development
- c) Integrating supply chain information technology
- d) Communication devices.