

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2019**

**Course: Supply Chain Analytics**

**Program: MBA BA**

**Course code: DSBA 8006**

**Instructions:**

**Semester: III**

**Time: 03 Hours**

**Max. Marks: 100**

**Marks**      **CO**

**SECTION A**      **( 20 Marks)**

		Marks	CO
Q1	Supply chain management involves a. Movement of material in the direction of the end of chain b. Flow of cash backwards through the chain c. Exchange of information moves in both the direction d. All of the above	1	CO1
Q2	Reverse logistics is needed because of a. Goods are defective b. Goods are unsold c. The customers simply change their minds d. All of the above	1	
Q3	3PL stands for a. Three points logistics b. Third party logistics c. Three points location d. None of the above	1	
Q4	A typical flow of manufacturing supply chain is a. Storage–Supplier–manufacturing–storage–distributor–retailer–customer b. Supplier–Storage–manufacturing–storage–distributor–retailer–customer c. Supplier–Storage–manufacturing– distributor–storage–retailer–customer d. Supplier–Storage–manufacturing–storage– retailer–distributor–customer	1	
Q5	Which of the following refers to the finding of relevant information from database a. Data mining b. Data warehouse c. Data management d. Data query	1	
Q6	Lean principles in supply chain a. Focus on advanced statistical methods b. A separate body of knowledge c. Have been developed over a lengthy period	1	

	d. Include reducing waste		
Q7	Which of the following flows in both direction a. Process b. Information c. Product d. Semifinished Goods	1	
Q8	In Hadoop, which node takes the responsibility in case of failure of active name node a. Secondary Name Node b. Backup node c. Standby node d. Checkpoint node	1	
Q9	Which of the following is true about data visualization? a. It helps researchers combine information b. It helps people make sense of data c. It helps people see their future d. It transforms data to the most basic form	1	
Q10	OLAP stands for a) Online Analytical Processing b) Online Advanced Processing c) Online Advanced Preparation d) Online Analytical Performance	1	
Q11	Data Mining is used to a) Extraction of hidden predictive information from large data sets b) Generating reports c) Retrieving data d) Show result	1	
Q12	The default block size in HDFS is a. 2048 bytes b. 64 MB c. 1024 KB d. None of the above	1	
Q13	Which one of the following is a subject-oriented, integrated, time-variant, nonvolatile collection of data used in support of management decisions? a) Data Mining b) Data Warehousing c) Document Mining d) Text Mining	1	
Q14	Key decision areas in supply chain management are a. location, production, distribution, inventory b. planning, production, distribution, inventory c. location, production, scheduling, inventory	1	

	d. location, production, distribution, marketing		
Q15	An information system generate information using this cycle. a) Data analysis. b) Input-process-output. c) Input-output d) Process-input-output.	1	
Q16	Business Intelligence and Analytics : a) Distinguish the products and services that drive revenues b) Rank customers and locations based on profitability c) Ranks customers and locations based on probability d) All of the mentioned	1	
Q17	Business intelligence (BI) is an extended category of applications which includes : a) Decision support b) Data mining c) OLAP d) All of the mentioned	1	
Q18	HDFS stands for a. Hadoop Distributed File System b. Hadoop Distributed Format System c. Hadoop Distributed Folder System d. Hadoop Distributed Fix System	1	
Q19	A goal of Data Mining: a) To explain some observed event or condition b) To confirm that data exists c) To analyze data for expected relationships d) To create a new data warehouse	1	
Q20	Many organizations outsource all or some of their logistics to a. Competitors b. Third-party logistics providers c. Channel members d. Cross-functional teams	1	
<b>SECTION B</b>		<b>( 20 Marks)</b>	
Q1	Elucidate the importance of logistics in current competitive business environments.	5	CO2
Q2	Why waterfall supply chain is preferred over agile supply chain? Explain	5	CO2
Q3	An efficient and capable outsourcing partner is work as a catalyst during complete supply chain flow. Explain with facts.	5	CO2
Q4	Why reverse logistics is called as a catalyst to sustain the customers?	5	CO2
<b>SECTION-C</b>		<b>( 30 Marks)</b>	
Q1	Write short notes on any two:	10	CO1

	(i) Hadoop Architecture (ii) Reports and Dashboards (iii) Importance of Data warehouse in Supply Chain		
Q2	Define Transportation. Explain the various factors that needs to be taken into consideration before selecting and carrier?	10	CO2
Q3	A warehouse is no longer a storage place, but a place that creates value. Explain.	10	CO2
<b>SECTION-D</b>		<b>( 30 Marks)</b>	
Q1	<p>Hcot Sol Inc. is a large multinational defense and aerospace company headquartered in Chicago, on Lake Michigan in Illinois, United States. It primarily provides aviation and information technology (IT) systems and services to governmental agencies and aircraft manufacturers.</p> <p>As a major defense contractor, Hcot Sol procures materials from multiple vendors and supplies products to U.S Department of Defense (DoD) and other governmental agencies across the world. The company's main products are aviation related systems and communication electronics. Recently, the client is experiencing problems meeting its cost and the delivery commitments. The company's V.P of Operations has sought the help of your firm to help diagnose problems in the company's supply chain.</p> <p>Case 1: At a very high level, how would you breakdown the supply chain for such a company?</p> <p>Case 2: Your firm identified that the material Costs are 70% of total costs, and fixed overhead and labor are 30%. What are some ways of reducing Material costs?</p>	15	CO3
Q2	Elucidate the role of Analytics in Supply Chain Operations citing real time examples.	15	CO3