



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

PGDMM/PGDSCM&L – Two Years Course

COMPUTER MARKED ASSIGNMENT (CMA) For **Jan-June 2020 semester.**

Semester 3

PAPER – 15

SUPPLY CHAIN MANAGEMENT

Instructions:

1. Answer all 50 questions (compulsory). Each question carries 2 marks **Total : 100 Marks**
 2. Read instructions given on the OMR answer sheet and answer the questions.
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1. "Supply Chain Quality is defined by the customer" is:
 - A. An unrealistic definition of supply chain quality
 - B. A user-based definition of supply chain quality
 - C. A manufacturing-based definition of supply chain quality
 - D. A product-based definition of supply chain quality
2. According to the manufacturing-based definition of quality
 - A. quality is the degree of excellence at an acceptable price and the control of variability at an acceptable cost
 - B. quality depends on how well the product fits patterns of consumer preferences
 - C. even though quality cannot be defined, you know what it is
 - D. quality is the degree to which a specific product conforms to standards
3. The supply chain concept originated in what discipline?
 - A. marketing
 - B. operations
 - C. logistics
 - D. production
4. Zero defects in manufacturing and supply chain management is
 - A. is a relevant goal only in electronic assembly
 - B. is readily achievable in all areas
 - C. is the goal of TQM
 - D. is an unobtainable and misleading idea
5. A _____ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end user, as well as the associated information flows.
 - A. production line
 - B. supply chain
 - C. marketing channel
 - D. warehouse
- 6 Which one of the following is not a typical question dealt with by supply chain operations managers?
 - A. How much capacity will be needed in the months ahead?
 - B. What is a satisfactory location for a new facility?
 - C. How to motivate employees?
 - D. How to manage monthly payroll?
7. Which of the following are not key attributes of supply chain management?
 - A. inventory control
 - B. leveraging technology
 - C. customer power
 - D. Recruitment and training

8. Positive, long-term relationships between supply chain participants refer to:
- A. co-operation
 - B. tailored logistics
 - C. partnerships
 - D. supply chain management
9. Which of the following statements is true of LEAN?
- A. Lean principles focus on advanced statistical methods
 - B. Lean principles are separate body of knowledge
 - C. Lean principles have been developed over a lengthy period of time.
 - D. Lean principles include reducing waste.
10. The bullwhip effect:
- A. is an ineffective way to motivate warehouse employees
 - B. applies to rodeos and has nothing to do with supply chain management
 - C. refers to the "swaying" motion associated with triple trailers
 - D. Refers to variability in demand orders among supply chain participants.
11. According to the manufacturing-based definition of supply chain quality is:
- A. "quality is the degree of excellence at an acceptable price and the control of variability at an acceptable cost"
 - B. quality depends on how well the product fits patterns of consumer preferences
 - C. even though quality cannot be defined, you know what it is
 - D. quality is the degree to which a specific product conforms to standards
12. The variability in demand orders among supply chain participants:
- A. cannot be controlled
 - B. refers to the bullwhip effect
 - C. can be controlled with electronic order placement
 - D. is more pronounced in relational exchanges
13. Process improvement technique that sorts the "vital few" from the "trivial many" is
- A. Taguchi analysis
 - B. Pareto analysis
 - C. benchmarking
 - D. Yamaguchi analysis
14. A fishbone diagram is also known as a
- A. cause-and-effect diagram
 - B. poka-yoke diagram
 - C. Kaizen diagram
 - D. Taguchi diagram
15. Which of the following functions is not a core function of an organization?
- A. The Product/Service Dev. Function
 - B. The Operations Function
 - C. The Marketing (Including Sales) Function
 - D. The accounting and finance function
16. What is a perfect order?
- A. simultaneous achievement of relevant customer metrics
 - B. an order that arrives on time
 - C. an order that arrives undamaged
 - D. an order that is easy for the receiver to fill
17. "Quality is defined by the customer" is
- A. an unrealistic definition of quality
 - B. a user-based definition of quality
 - C. a manufacturing-based definition of quality
 - D. a product-based definition of quality

18. Which of the following is not one of the major categories of costs associated with quality?
- prevention costs
 - appraisal costs
 - internal failures
 - none of the above, they are all major categories of costs associated with quality
19. According to the manufacturing-based definition of quality,
- quality is the degree of excellence at an acceptable price and the control of variability at an acceptable cost
 - quality depends on how well the product fits patterns of consumer preferences
 - even though quality cannot be defined, you know what it is
 - quality is the degree to which a specific product conforms to standards
20. An important feature of supply chain management is its application of electronic commerce technology that allows companies to share and operate systems for:
- Order processing, transportation scheduling, and inventory management
 - cost-effective flowing of raw materials
 - future purchasing of computer systems
 - future merger opportunities
21. All of the following costs are likely to decrease as a result of better quality except
- customer dissatisfaction costs
 - maintenance costs
 - scrap costs
 - warranty and service costs
22. Inspection, scrap, and repair are examples of
- internal costs
 - external costs
 - costs of dissatisfaction
 - societal costs
23. Which of the following activities is not a direct responsibility of operations management?
- Determining the exact mix of products and services that the customers will want
 - Designing the operation's products, services and processes
 - Developing an operations strategy for the operations
 - Planning and controlling the operation
24. Total Quality Management emphasizes
- the responsibility of the Quality Control staff to identify and solve all quality-related problems
 - a commitment to quality that goes beyond internal company issues to suppliers and customers
 - a system where strong managers are the only decision makers
 - a process where mostly statisticians get involved
25. Which of the following would not be normally considered as a key feature of Operations Management?
- Operations is the part of an organization which creates wealth through the management of the transformation process
 - World class Operations can give an organization competitive advantage
 - Most new technology is implemented in Operations areas
 - Operations is the area of a business where most people work
26. "Kaizen" is a Japanese term meaning
- a foolproof mechanism
 - Just-in-time (JIT)
 - a fishbone diagram

- D. continuous improvement
27. Costs of dissatisfaction, repair costs, and warranty costs are elements of cost in the
- Taguchi Loss Function
 - Pareto Chart
 - ISO 9000 Quality Cost Calculator
 - Process Chart
28. A quality loss function utilizes all of the following costs except
- the cost of scrap and repair
 - the cost of customer dissatisfaction
 - inspection, warranty, and service costs
 - sales costs
29. Pareto charts are used to
- identify inspection points in a process
 - outline production schedules
 - organize errors, problems or defects
 - show material flow
30. Among the tools of TQM, the tool ordinarily used to aid in understanding the sequence of events through which a product travels is a
- Pareto chart
 - Flow chart
 - check sheet
 - Taguchi map
31. Which one of the following would not generally be considered an aspect of operations and supply chain management?
- Work methods
 - Secure financial resources
 - Maintain quality
 - Product or service design
32. Which one of the following is not a typical question dealt with by operations managers?
- How much capacity will be needed in the months ahead?
 - What is a satisfactory location for a new facility?
 - How to motivate employees?
 - All are typical of operations decisions.
33. Which of the following is not a key activity in the supply chain process?
- Understanding the needs of customer
 - Continually learning
 - Managing cash flows
 - Exploiting technology to produce goods and services
34. A recent consumer survey conducted for a car dealership indicates that, when buying a car, customers are primarily concerned with the salesperson's ability to explain the car's features, the salesperson's friendliness, and the dealer's honesty. The dealership should be especially concerned with which dimensions of service quality?
- communication, courtesy, and credibility
 - competence, courtesy, and security
 - competence, responsiveness, and reliability
 - communication, responsiveness, and reliability
35. Which one of the following best represents a pure service?
- Bank loans
 - Computer diagnosis and repair
 - Attending a theatre play
 - Fast food restaurant

36. Which one of the following best represents a pure good of consumer supply chain?
- A. Salt
 - B. Fast food
 - C. Attending a play
 - D. Vehicle repair
37. Which one of these was not mentioned in the list of recent trends in operations and supply chain management?
- A. Total quality management
 - B. Worker involvement
 - C. Global competition.
 - D. Automation.
38. Which came last in the development of manufacturing techniques?
- A. Lean production.
 - B. Division of labor.
 - C. Mass production.
 - D. Craft production.
39. Which function typically employs more people than any other functional area?
- A. Supply Information System
 - B. Supply Operations
 - C. Supply Marketing
 - D. Supply Finance
40. Which of the following is not a type of operations of a supply chain?
- A. Goods production
 - B. storage/transportation
 - C. entertainment
 - D. price reduction
41. The inputs to a transformation process include all of the following except
- A. Material
 - B. People
 - C. Information
 - D. Assembly
42. ____ is an example of a pure good in an industrial supply chain.
- A. Restaurant
 - B. Dentist
 - C. Coal Mining
 - D. Education
43. Which one of the following is not a typical question dealt with by an operations manager?
- A. How much capacity will be needed in the months ahead?
 - B. What is a satisfactory location for a new facility?
 - C. Which products/services should be offered?
 - D. All are typical of operations decisions.
44. Which one does not use supply chain management?
- A. A CPA firm.
 - B. A bank.
 - C. A hospital
 - D. They all use it.

45. Zero defects in manufacturing is
- A. an unobtainable and misleading ideal
 - B. is the goal of TQM
 - C. is readily achievable in all areas
 - D. is a relevant goal only in electronic assembly
46. Which one is not generally considered an advantage of using models for decision-making in supply chain?
- A. Providing a systematic approach to problem solving.
 - B. Emphasizing quantitative information.
 - C. Providing an exact representation of reality.
 - D. Requiring users to be specific about objectives.
47. "Quality is conformance to specifications"-This definition of quality is from point of view of
- A. Customer
 - B. Manufacturer
 - C. Quality Circle Forum
 - D. Supplier
48. Which came last in the development of manufacturing techniques?
- A. Lean production.
 - B. Division of labor.
 - C. Mass production.
 - D. Interchangeable parts.
49. The goal of Total Quality Management is:
- A. Customer satisfaction
 - B. Product differentiation
 - C. Brand equity
 - D. Acting globally
50. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a _____
- A. Channel Of Distribution
 - B. Value Delivery Network
 - C. Supply Chain
 - D. Supply And Demand Chain
