

**Specialization:-OPERATION MANAGEMENT**

Course Code- 206

Course Name - Supply Chain Management

Question Bank

Unit I- Supply Chain Structure

| Sr. no | Question Type | Question   | Marks |
|--------|---------------|--|-------|
| 1      | REMEMBERING   | <p>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.</p> <p>A. Product Line<br/> <b>B. Supply Chain</b><br/>           C. Marketing Channel<br/>           D. Ware House</p> <p>The purpose of supply chain management is.....</p> <p>A. <b>provide customer satisfaction</b><br/>           B. improve quality of a product<br/>           C. Integrating supply and demand management<br/>           D. Provide information</p>   | 2     |
| 2      | REMEMBERING   | <p>The _____ has made it possible for other companies to eliminate intermediaries and sell directly to the end consumer.</p> <p>A. SCM<br/> <b>B. Internet</b><br/>           C. Competition<br/>           D. Global Sourcing</p> <p>_____ is a tool to chart how individual processes are currently being conducted and to help lay out new improved processes.</p> <p>A. <b>Process Mapping</b><br/>           B. Process design<br/>           C. Layout<br/>           D. Operation design</p>  | 2     |
| 3      | REMEMBERING   | <p>The cycle view of a supply chain holds that</p> <p>A. the processes in a supply chain are divided into 2 categories.<br/> <b>B. the processes in a supply chain are divided into a series of activities performed at the interface between successive stages.</b><br/>           C. all processes in a supply chain are initiated in response<br/>           D. None of the above</p> <p>Value stream mapping is an application of process mapping, developed to apply _____ principles to process improvement.</p> <p>A. Management<br/> <b>B. Lean</b><br/>           C. Supply Chain<br/>           D. Operation</p> | 2     |
| 4      | REMEMBERING   | <p>Customer arrival refers to.....</p> <p>A. the point in time when the customer has access to choices and</p>   | 2     |

|   |             |  |   |
|---|-------------|--|---|
|   |             | <p>makes a decision regarding a purchase.</p> <p>B. the customer informing the retailer of what they want to purchase and the retailer allocating product to the customer.</p> <p><b>C. the process where product is prepared and sent to the customer.</b></p> <p>D. none of the above</p> <p>_____ analysis relates to what processes, activities, and decisions actually create costs in your supply chain</p> <p>A. Cost value</p> <p><b>B. Cost driver</b></p> <p>C. preposition cost</p> <p>D. revenue</p> |   |
| 5 | REMEMBERING | <p>Integration of business economics and strategic planning has given rise to a new area of study called _____.</p> <p>A. Micro Economics</p> <p>B. Corporate Economics</p> <p><b>C. Macro Economics</b></p> <p>D. Managerial Economics</p> <p>The supply chain concept originated in _____ discipline.</p> <p><b>A. Marketing</b></p> <p>B. Operation</p> <p>C. Logistics</p> <p>D. Production</p>  | 2 |
| 6 | REMEMBERING | <p>The decision phases in a supply chain include.....</p> <p>A. production scheduling.</p> <p>B. customer relationship management</p> <p><b>C. supply chain operation</b></p> <p>D. supply chain orientation</p> <p>The supply chain concept originated in ..... discipline</p> <p><b>A. Marketing</b></p> <p>B. Operation</p> <p>C. Human Resource</p> <p>D. IT</p>   | 2 |
| 7 | REMEMBERING | <p>Zero defects in manufacturing is</p> <p>A. is a relevant goal only in electronic assembly</p> <p>B. is readily achievable in all areas</p> <p><b>C. is the goal of TQM</b></p> <p>D. all the above</p> <p>Which one of the following best represents a pure good?</p> <p><b>A. Soap</b></p> <p>B. Attending</p> <p>C. Vehicle repair</p> <p>D. Fast food</p>  | 2 |
| 8 | REMEMBERING | <p>Process improvement technique that sorts the "vital few" from the "trivial many" is</p> <p>A. Taguchi analysis</p>  | 2 |

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|   |               | <p>B Pareto analysis<br/>C. benchmarking<br/>D. <b>Yamaguchi analysis</b></p> <p>The processes included in the replenishment cycle include</p> <p>A. order arrival.<br/>B. production scheduling<br/>C. retail trigger.<br/>D. <b>manufacturing.</b></p> |    |
| 1 | UNDERSTANDING | Explain the term Physical Flow?  | 5  |
| 2 | UNDERSTANDING | What is Customer Relationship Management?  | 5  |
| 3 | UNDERSTANDING | Explain the term Reverse Supply Chain Management.  | 5  |
| 4 | UNDERSTANDING | What is Customer Service Management?   | 5  |
| 1 | APPLY         | Describe supply chain with the view of market expert.  | 5  |
| 2 | APPLY         | What are the Strategic Sourcing of supply chain companies?   | 5  |
| 3 | APPLY         | Explain What Is Anti-dumping Duty?   | 5  |
| 4 | APPLY         | Explain the pull push strategy with example?   | 5  |
| 5 | APPLY         | Which of the following is not a process in the customer order cycle?   | 5  |
| 1 | ANALYSE       | What is Push and Pull Strategy?  | 5  |
| 2 | ANALYSE       | Explain replenishment cycle with example   | 5  |
| 3 | ANALYSE       | According to the manufacturing-based definition of quality   | 5  |
| 4 | ANALYSE       | "Lean principles include reducing waste". justify the statement if it is true  | 5  |
| 1 | EVALUATE      | Give example of Return Management of supply  | 10 |
| 2 | EVALUATE      | Define the manufacturing cycle of a chemical company   | 10 |
| 1 | CREATE        | Describe about complete supply chain management of a chemical company  | 10 |

## UNIT II Designing the Service Enterprise

| Sr. no | Question Type | Question  | Marks |
|--------|---------------|---|-------|
| 1      | REMEMBERING   | <p>Customers are interested not only in price, but also in the cost of ..... Service</p> <p>A. <b>Acquiring</b><br/>B. Delivering<br/>C. Relating<br/>D. Comparing</p> <p>Service blueprint is the first step in developing a ....</p> <p>A. Service layout<br/>B. <b>Service process</b><br/>C. Service location<br/>D. Service delivery</p> | 2     |
| 2      | REMEMBERING   | The amount of freedom the server has to customise the service is the degree of ...  | 2     |

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|   |             | <p>A. Convergence<br/> <b>B. Divergence</b><br/> C. Easiness<br/> D. Innovation<br/> Narrowing the scope of service by low complexity results in ..... strategy<br/> A. Niche<br/> B. Diverse<br/> <b>C. Focused</b><br/> D. Differentiation</p>   |   |
| 3 | REMEMBERING | <p>The process of purchasing the service, the customer initiated steps ,choices and interactions the customer performs in....<br/> A. Line of sight<br/> B. Line of control<br/> <b>C. Line of interaction</b><br/> D. Line of action<br/> Standardization helps to provide...in service<br/> A. Diversity<br/> <b>B. Uniformity</b><br/> C. Clarity<br/> D. Accessibility</p> | 2 |
| 4 | REMEMBERING | <p>Face to face customized services require highly ....employees<br/> A. Trained<br/> B. Skilled<br/> C. knowledgeable<br/> <b>D. All the above</b><br/> Most services are characterised by an.....between a service provider and a customer<br/> A. <b>Encounter</b><br/> B. Contract<br/> C. Agreement<br/> D. Sale</p>  | 2 |
| 5 | REMEMBERING | <p>The perceived quality of service is determined by customer....<br/> A. Needs<br/> B. Wants<br/> <b>C. Experience</b><br/> D. Perception<br/> The interaction which defines the quality of service in the mind of the customer is called as<br/> A. Moment of cost<br/> B. Moment of profit<br/> <b>C. Moment of trust</b><br/> D. Moment of joy</p>                         | 2 |
| 6 | REMEMBERING | <p>The doctor-patient encounter is an example of .....dominated encounter<br/> A. Organisation</p>   | 2 |

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|   |               | <p>B. Customer<br/> <b>C. Contact personnel</b><br/> D. System<br/> Organisation culture gives a distinct... to the organisation<br/> A. Value<br/> <b>B. Identity</b><br/> C. Shape<br/> D. Vision</p>  |    |
| 7 | REMEMBERING   | <p>Line of interaction is also called as...<br/> <b>A. Service encounter</b><br/> B. Service Point<br/> C. Service delivery<br/> D. service anchor<br/> SST in service encounter stand for...<br/> A. Slow super track<br/> B. Super slow track<br/> C. Super sharp track<br/> <b>D. Self service technology</b></p>                     | 2  |
| 8 | REMEMBERING   | <p>Processing people involves ...or geographical changes<br/> <b>A. Physical</b><br/> B. Chemical<br/> C. Small<br/> D. Regional<br/> The institution of customer labour for personalised service is the highest level of ....<br/> A. Customisation<br/> B. Standardisation.<br/> <b>C. Coproduction</b><br/> <b>D. Cooperation</b></p> | 2  |
| 1 | UNDERSTANDING | Describe the different service design element.   | 5  |
| 2 | UNDERSTANDING | State and explain challenges in adoption of new technology   | 5  |
| 3 | UNDERSTANDING | Discuss the stages of economic development with service sector   | 5  |
| 4 | UNDERSTANDING | Explain the service process making.  | 5  |
| 5 | UNDERSTANDING | Describe the process of new service development  | 5  |
| 1 | APPLY         | How does service system design impact on Intellectual Property   | 10 |
| 2 | APPLY         | Difference between radical innovation and incremental innovation   | 10 |
| 3 | APPLY         | Explain the environmental features determining nature of the services?   | 10 |
| 4 | APPLY         | State the factor affecting the service encounter   | 10 |
| 5 | APPLY         | Describe customer value equation of a travel company.  | 10 |
| 1 | ANALYSE       | Why does technology plays an important role in service innovation  | 10 |
| 2 | ANALYSE       | Explain the various tools which here in designing a good services process.   | 10 |
| 3 | ANALYSE       | Explain about Strategic Positioning through Process Structure in   | 10 |

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|   |          | light of service design element  |    |
| 4 | ANALYSE  | Explain the need of information technology for designing the service enterprises   | 10 |
| 5 | ANALYSE  | How does The Internet works as a Service Enabler for service system .              | 10 |
| 1 | EVALUATE | Describe about the Taxonomy for Service Process Design                             | 10 |
| 2 | EVALUATE | Distinguish between Production-Line Approach, and Customer Contact Approach.       | 10 |
| 3 | EVALUATE | What is a customer value equation in service system                                | 10 |
| 1 | CREATE   | Draw a suitable diagram for explaining the concept of service blueprinting         | 10 |
| 2 | CREATE   | Design a service blue print for A. Restaurant B. Travel company C Hospital D. Bank | 10 |

### UNIT III – The Service Encounter

| Sr.no | Question Type | Question   | Marks |
|-------|---------------|--|-------|
| 1     | REMEMBERING   | Centralization of back office leads to ...<br>A. Specialization<br>B. <b>Cost economies</b><br>C. Scale economies<br>D. Diversification<br>A website has become a..... Location for e commerce firms<br>A. Real<br>B. <b>Virtual</b><br>C. New<br>D. Modern  | 2     |
| 2     | REMEMBERING   | The location discussion is characterised by minimisation of .....<br>A. Space<br>B. Time<br>C. <b>Cost</b><br>D. Profit<br>The object while locating a retail out let is to maximise....<br>A. <b>Profits</b><br>B. Customers<br>C. Inventory<br>D. Products | 2     |
| 3     | REMEMBERING   | Competitive clustering is commonly used for...goods<br>A. <b>Shopping</b><br>B. Luxury<br>C. Speciality<br>D. Niche<br>Location decisions are .....intensive<br>A. <b>Capital</b><br>B. Labor<br>C. Machine  | 2     |

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|   |               | D. Material   |   |
| 4 | REMEMBERING   | <p>Acquiring and holding prime locations before the market has developed can create.....barrier</p> <p>A. Cost<br/>B. Entry<br/>C. Exit<br/>D. Profit</p> <p>Sites located in ....can siphon business from each other</p> <p>A. <b>Close proximity</b><br/>B. Far locations<br/>C. New locations<br/>D. Old locations</p>                               | 2 |
| 5 | REMEMBERING   | <p>The alternative to move people from one place to another is.....</p> <p>A. Transportation<br/>B. <b>Telecommunication</b><br/>C. Customisation<br/>D. All of these</p> <p>Shared website is an example of shared....strategy</p> <p>A. <b>Competitive clustering</b><br/>B. Competitive grouping<br/>C. Client grouping<br/>D. Customer grouping</p> | 2 |
| 6 | REMEMBERING   | <p>Traffic volume on street may indicate potential .....buying</p> <p>A. Bargain<br/>B. <b>Impulse</b><br/>C. Planned<br/>D. None of these</p> <p>Existence of complimentary services increases...</p> <p>A. Cost<br/>B. <b>Sales</b><br/>C. Competition<br/>D. All of these</p>  | 2 |
| 7 | REMEMBERING   | <p>A regression model based on several .....variables can be used to forecast performance</p> <p>A. <b>Independent</b><br/>B. Dependent<br/>C. Proxy<br/>D. Mixed</p> <p>Place orientation deals with the question of ...</p> <p>A. How I am<br/>B. <b>Where I am</b><br/>C. What I am<br/>D. None of these</p>   | 2 |
| 1 | UNDERSTANDING | Explain the concept of Internal Customer ?  | 5 |
| 2 | UNDERSTANDING | Explain the different types of Service Encounter  | 5 |

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| 3 | UNDERSTANDING | Explain the service encounter triad in details.  | 5  |
| 4 | UNDERSTANDING | What is the Role of Technology in service encounter ?  | 5  |
| 5 | UNDERSTANDING | Why is it important to create Creating an Ethical Climate?   | 5  |
| 1 | APPLY         | State the meaning and importance of contact personnel  | 10 |
| 2 | APPLY         | What is the Role of Scripts in Coproduction  | 10 |
| 3 | APPLY         | How are does the Service Profit Chain works in services industries?  | 10 |
| 4 | APPLY         | Why it is said that satisfying respective internal customer will lead to ultimately satisfying end customer? | 10 |
| 5 | APPLY         | Role of Technology in encountering in Servicescape   | 10 |
| 1 | ANALYSE       | Explain the objective of Control system in service sector  | 10 |
| 2 | ANALYSE       | Give some travel company Customer Expectations and Attitudes towards the services .                          | 10 |
| 1 | EVALUATE      | How does an Ethical Climate created in organization.   | 10 |
| 1 | CREATE        | Create a Customer service oriented program for non profit organisation.                                      | 10 |
| 2 | CREATE        | The Role of Scripts in Coproduction in any service providing company.  | 10 |

### UNIT IV Service Facility Location

| Sr.no | Question Type | Questions   | Marks |
|-------|---------------|---|-------|
| 1     | REMEMBERING   | <p>Offices of professional service should project.....and authority</p> <p>A. <b>Competence</b></p> <p>B. Humor</p> <p>C. Style</p> <p>D. Aura</p> <p>Movement is an element of .....</p> <p>A. Ambience</p> <p>B. <b>Physiological component</b></p> <p>C. Psychological component</p> <p>D. Structural component</p>  | 2     |
| 2     | REMEMBERING   | <p>The ease of use of equipment is very important for ....activities</p> <p>A. <b>Self service</b></p> <p>B. Remote service</p> <p>C. Local service</p> <p>D. None of these</p> <p>Materials consumed or purchased by the buyers are called as....</p> <p>A. <b>Facilitating goods</b></p> <p>B. Supporting facility</p> <p>C. Implicit service</p> <p>D. Explicit services</p> | 2     |
| 3     | REMEMBERING   | Designing a service delivery system is a .... Process   | 2     |



|   |               |   |    |
|---|---------------|---|----|
|   |               | <p>A. <b>Creative</b><br/>B. Internal<br/>C. External<br/>D. Difficult</p> <p>The front office portion of the system is where .... Contact occurs</p> <p>A. Service<br/>B. <b>Customer</b><br/>C. Manager<br/>D. Employee</p>   |    |
| 4 | REMEMBERING   | <p>Ideas for service innovations can come from customer...</p> <p>A. Satisfaction<br/>B. <b>Suggestions</b><br/>C. Complaints<br/>D. Grievances</p> <p>Customer participation in services increases the degree of ....</p> <p>A. Standardisation<br/>B. <b>Customisation</b><br/>C. Absorption<br/>D. Education</p> | 2  |
| 5 | REMEMBERING   | <p>Customer satisfaction drives customer...</p> <p>A. Happiness<br/>B. Feedback<br/>C. Attitude<br/>D. <b>Loyalty</b></p> <p>Service location focuses on .....customers to the site</p> <p>A. <b>Attracting</b><br/>B. Pushing<br/>C. Signing<br/>D. Forcing</p>  | 2  |
| 6 | REMEMBERING   | <p>Services cape essentially means....environment</p> <p>A. <b>Physical</b><br/>B. Psychological<br/>C. Skyscrapers<br/>D. All of these</p> <p>The Service space can also encourage.....among customers</p> <p>A. <b>Social interaction</b><br/>B. Privacy<br/>C. Debate<br/>D. discussion</p>                      | 2  |
| 1 | UNDERSTANDING | What is the importance of Competitive Clustering in service location?   | 5  |
| 2 | UNDERSTANDING | Explain concept of Saturation Marketing?  | 5  |
| 1 | APPLY         | What is the Impact of the Internet on Service Location?   | 10 |
| 1 | ANALYSE       | Explain Geographic Information Systems ?  | 10 |

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| 1 | EVALUATE | Describe about Cross-Median Approach for a Single Facility with example      | 10 |
| 1 | CREATE   | Make a Regression Analysis in Location Decisions of any service organization | 10 |

**UNIT V . Service Facility and Process Flows**

| Sr.no | Question Type | Question  | Marks |
|-------|---------------|---|-------|
| 1     | REMEMBERING   | <p>Process layout enable providing .....service</p> <p>A. Standard<br/> <b>B. Customized</b><br/>           C. Fast<br/>           D. Slow</p> <p>Process layout requires ....employees</p> <p>A. <b>Skilled</b><br/>           B. Unskilled<br/>           C. Large number<br/>           D. Less numbers</p>  | 2     |
| 2     | REMEMBERING   | <p>Professional services are an example of....layout</p> <p>A. Product<br/> <b>B. Process</b><br/>           C. Fixed<br/>           D. Mixed</p> <p>The cafeteria is an example of ....layout</p> <p>A. <b>Product</b><br/>           B. Plant<br/>           C. Fixed<br/>           D. Moving</p>  | 2     |
| 3     | REMEMBERING   | <p>Operation is represented as....in a flow diagram</p> <p>A. <b>Rectangle</b><br/>           B. Triangle<br/>           C. Circle<br/>           D. Diamond</p> <p>Design of a service facility may be of greatest importance when it affects community and....</p> <p>A. Customer<br/> <b>B. Supplier</b><br/>           C. Retailer<br/>           D. Wholesaler</p> | 2     |
| 4     | REMEMBERING   | <p>The average service time to perform an activity is called as...</p> <p>A. <b>Cycle time</b><br/>           B. Wait time<br/>           C. Normal type<br/>           D. Real time</p> <p>The cafeteria is an example of ....layout</p> <p>A. <b>Product</b><br/>           B. Process</p>  | 2     |

|   |               |   |    |
|---|---------------|---|----|
|   |               | C. Mixed<br>D. Fixed  |    |
| 5 | REMEMBERING   | The symbol of arrow represents....<br>A. Operation<br>B. Storage<br>C. <b>Movement</b><br>D. Decision<br>Security can be enhanced in the facility through the installation of surveillance.....<br>A. <b>Cameras</b><br>B. Audio<br>C. Seller<br>D. Purchaser   | 2  |
| 6 | REMEMBERING   | The most important constrain in designing a service facility in urban area is availability of .....<br>A. Machine<br>B. <b>Land</b><br>C. Labour<br>D. Material<br>Design and layout represents the supporting facility component of the .....<br>A. System<br>B. Process<br>C. Plan<br>D. <b>Service Package</b> | 2  |
| 7 | REMEMBERING   | The .... Layout allows the service to be tailored as per customer specifications<br>A. Product<br>B. <b>Process</b><br>C. Plant<br>D. Layout<br>The arrangement of service delivery system is called as....<br>A. Location<br>B. <b>Layout</b><br>C. Operation<br>D. System                                       | 2  |
| 1 | UNDERSTANDING | Explain the concept of . Service Facility and Process Flows?  | 5  |
| 2 | UNDERSTANDING | How does Environmental Psychology and Orientation is the service sector?  | 5  |
| 3 | UNDERSTANDING | What do you mean by Servicescape?   | 5  |
| 4 | UNDERSTANDING | Describe about behaviour of customers and clients within the service environment in Servicescape model?   | 5  |
| 1 | APPLY         | What are the needs of Land Availability and Space Requirements  | 10 |

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|---|----------|--|----|
|   |          | for service sector?  |    |
| 2 | APPLY    | Explain the process terminology for any service industries   | 10 |
| 3 | APPLY    | Explain the types of processes in Servicescape?  | 10 |
| 1 | EVALUATE | " <b>Servicescape</b> is a model that puts its onus on explaining the <b>behavior</b> of customers and clients within the service environment" Explain the statement with suitable example | 10 |
| 1 | CREATE   | What are Nature and Objectives of Service Organizations of any travel company in Thailand  | 10 |

