3. Write short notes on decision support systems.

4. Explain the role of supply chain management in business.

3. What are supply chain management goals?

2. What is ERP? Mention challenges of ERP.

1. What is data mining? State the uses of data mining in companies.

Answer any THREE questions.

PART A — (5 × 6 = 30 marks)

Time: 3 hours

Maximum: 100 marks

(2013 - 2014 Batch Onwards)

CHAIN MANAGEMENT

PAPER XV - INFORMATION SYSTEM IN SUPPLY CHAIN MANAGEMENT

SEMESTER III

DECEMBER 2015/ JANUARY 2016

M.B.A. DEGREE EXAMINATION

MBSC 3005
6. Explain the Key factors for success in e-commerce.
7. Explain I.T. Planning process components.
8. Narrate the five major components of targeted marketing for electronic commerce.

   PART B — (5 × 10 = 50 marks)

   Answer any FIVE questions.

9. Discuss the stages in supply chain management.
10. Describe how decision structure helps the management to get three dimensions of information for effective decision making?
11. Elucidate three basic categories of electronic commerce applications sponsored by many Trading companies.
12. Discuss the functional requirements for a proposed e-commerce system for a business.
13. Enumerate the impact of information Technologies on the work relationships, activities, and resources of managers.
Plant planner software in its outboard manufacturing company, as well as its Techorologies Inc. factories, management systems in various parts of the warehouse. It uses several home-made warehouse
upgrading and improving the various supply-chain processes and improving the entire supply chain work. The company is looking at management software, the company is looking at
and even business-information and content
barriers equipment, global positioning systems,
marine engines, finance equipment, bowling and
Bramswrks is a $4.3 billion-a-year maker of boats.

17. Important Supply Chain:

Case Study (Compulsory)

PART C — (20 marks)

16. Describe how manufacturing information systems
help to support the production or operation
functions.

15. What are the causes of ERP? Discuss the four
important trends of ERP.

14. Discuss the information technologies provided by
components of the marketing function.

13. Explain what type of business a company is in?

(b) Does the business value of SCM depend on

(c) What is the business value of SCM systems

Questions

at optimizing revenue.

help retailers sell. And then we can start looking
really well, then we can start focusing on ways to
After West says, "If our supply chain is executing
frictionless, customer-oriented service," Electronic
supply chain from a back-office operation to a
Supplying the supply chain can affect both the
companies are catching on to the concept that
Supply-chain software is a well-established market that tops $5 billion in sales annually – with room to grow, according to current market research. “It’s still, believe it or not, immature”, says John Fontanella, an analyst at AMR Research. That’s because companies haven’t nearly exploited the potential inherent in supply-chain technology.

The products are generally of two types: supply-chain execution software, which addresses particular segments along the supply chain, such as warehouse management or transportation management; and supply-chain planning software, which helps companies decide which products to build and when, based on forecasts, orders, capacity, and resources. Together, the two types are sometimes referred to as supply-chain management (SCM) software.

The supply-chain execution market, which incorporates many small and midsize vendors, will grow from $3.3 billion in 2003 to $5.2 billion in 2008, according to an ARC Advisory Group study. Contrast that with the supply-chain planning market, represented by just a few high-profile vendors such as i2 Technologies and Manugistics Groups Inc., which ARC estimates will grow only from $1.9 billion to $2.2 billion in the same time frame.

Most companies are pragmatic when it comes to supply-chain software, looking more for quick fixes and short-term returns. Another factor is that many companies are overdue for supply-chain upgrades. Only about 30 to 35 percent of companies have bought best-of-breed apps for warehousing, even though warehousing software has been around since the early 1990s, AMR Research’s Fontanella says.

All supply-chain issues aren’t necessarily solved with supply-chain applications. Brunswick is attempting to gain control over the various systems in its supply chain by getting a better grip on the data they generate, Brunswick has a data warehouse that holds information such as purchase order, invoice, inventory, customs, freight, and logistics data pulled from a wide range of enterprise systems so it can better manage sourcing and procurement across its supply chain. Now it wants to extend the capability globally and add warranty data into the mix.