



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

| InSem Examination-I Winter2025 | |
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| Exam Seat No.: | |
| Academic Year:2025-2026 | Semester:III |
| Class:PG-II | Program:MBA |
| Branch Code:10 | Pattern:2024 |
| Name of Course:Supply Chain Analytics | Course Code:2410611D |
| Max. Marks:30 | Duration:1.15 Hrs. |

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains two page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Solve a) or b) from Q. No2 and Q.No 4

Marks CO

Question No. 1

- 1 a) Illustrate the evolution of supply chain management? (3) CO1
1 b) Identify and describe key issues in SCM. (4) CO1

Question No. 2

- 2 a) Analyze the significance of the core SCM building blocks—demand management, capacity management, procurement, inventory control, operations, and distribution—in driving overall supply chain effectiveness and performance. (8) CO2

OR

- 2 b) Critically examine key issues faced in modern SCM and suggest innovative solutions for improvement. (8) CO2

Question No. 3

- 3 a) Define supply chain integration and give one real-world example. (3) CO1
3 b) Explain “four-process SCM framework” in brief. (4) CO1

Question No. 4

- 4 a) **Nestlé's Sustainable Supply Chain Transformation:** (8) CO1,
CO2

Nestlé, the world's largest food and beverage company, committed to sustainability by implementing its Responsible Sourcing Standard for farmers and suppliers. This program enforces strict criteria on soil health, water usage, agrochemical application, and labor practices to ensure environmentally friendly and socially responsible production. Nestlé also adopted advanced digital traceability solutions to monitor and analyze sustainability KPIs throughout the supply chain, providing real-time visibility of raw material origins and supplier performance. These efforts improve product quality, reduce environmental impact, and enhance transparency for consumers.

Question:

How did Nestlé's Responsible Sourcing Standard and digital traceability contribute to creating a sustainable supply chain, and what benefits did it bring to the company and its suppliers?

OR

- 4 b) Outline the major stages of an SC analytics life cycle. (8) CO1,
CO2

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