

Roll. No. ....

Question Booklet Number

O.M.R. Serial No.

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401587

**BBA (SEM.-IV) (NEP) EXAMINATION, 2024**  
**BUSINESS ADMINISTRATION**

**F010401T - A : Supply Chain Management**

**F010401T - B : Research Methodology**

**Paper Code**

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Question Booklet  
Series

**C**

**Time : 1 : 30 Hours**

**Max. Marks : 75**

**Instructions to the Examinee :**

**परीक्षार्थियों के लिए निर्देश :**

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. Booklet is in two Sections : Section-A (1-50) & Section-B (51-100). Candidate should select 37 and 38 questions respectively from both Sections. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

1. पश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. पश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। प्रश्न-पुस्तिका दो खण्डों : खण्ड-अ (1-50) तथा खण्ड-ब (51-100) में है। परीक्षार्थी को प्रत्येक खण्ड से क्रमशः 37 और 38 प्रश्न करने हैं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

**(Remaining instructions on last page)**

**(शेष निर्देश अन्तिम पृष्ठ पर)**

**SECTION-A / खण्ड-अ : SUPPLY CHAIN MANAGEMENT**

1. How does supply chain agility differ from supply chain flexibility?  
(A) Supply chain agility focuses on adapting to long-term changes, while flexibility focuses on short-term adjustments.  
(B) Supply chain flexibility focuses on adapting to long-term changes, while agility focuses on short-term adjustments.  
(C) There is no difference between supply chain agility and flexibility.  
(D) Supply chain agility and flexibility are synonymous.
2. What is an example of internal benchmarking?  
(A) Comparing to competitors  
(B) Comparing different departments  
(C) Comparing to market leaders  
(D) Comparing to industry averages
3. How does benchmarking affect innovation?  
(A) Limits creativity  
(B) Encourages best practices  
(C) Decreases efficiency  
(D) Increases costs
4. Which is a benefit of functional benchmarking?  
(A) Cost reduction  
(B) Improved branding  
(C) Higher sales  
(D) Enhanced employee morale
5. Which phase involves comparing current performance to benchmarks?  
(A) Analysis  
(B) Planning  
(C) Data collection  
(D) Implementation
6. What is "best practice" in benchmarking?  
(A) The cheapest method  
(B) The most innovative approach  
(C) The industry standard  
(D) The most effective method
7. In benchmarking, what does "KPI" stand for?  
(A) Key Product Indicator  
(B) Key Process Indicator  
(C) Key Planning Indicator  
(D) Key Performance Indicator
8. Which of the following is not a characteristic of an efficient supply chain?  
(A) Low inventory levels  
(B) Low transportation costs  
(C) Long lead times  
(D) Streamlined processes
9. Co-makership in supply chain management involves:  
(A) Jointly manufacturing products with suppliers  
(B) Outsourcing production to multiple suppliers  
(C) Collaborating with suppliers to enhance product quality  
(D) Reducing the number of suppliers in the supply chain

10. Which type of data is crucial for benchmarking accuracy?
- (A) Qualitative data
  - (B) Quantitative data
  - (C) Historical data
  - (D) Projected data
11. How can organizations measure the effectiveness of implemented changes from benchmarking?
- (A) By comparing pre- and post-benchmarking performance metrics
  - (B) Through employee feedback
  - (C) By conducting market research
  - (D) Through competitor analysis
12. Which cycle specifically involves managing the interaction between the supplier and the manufacturer?
- (A) Procurement cycle
  - (B) Manufacturing cycle
  - (C) Replenishment cycle
  - (D) Customer order cycle
13. Which of the following best describes the manufacturing cycle in the cycle view of a supply chain?
- (A) It focuses on delivering products to the end customer
  - (B) It involves planning and managing production to meet demand
  - (C) It manages the flow of products from suppliers to the warehouse
  - (D) It deals with handling returns and reverse logistics
14. What is the primary objective of the customer order cycle?
- (A) To forecast demand accurately
  - (B) To manage and fulfill customer orders efficiently
  - (C) To optimize inventory levels
  - (D) To improve supplier relationships
15. What differentiates the replenishment cycle from the other cycles in the cycle view of the supply chain?
- (A) It focuses on refilling inventory to predetermined levels
  - (B) It involves direct interaction with the end customer
  - (C) It includes the process of manufacturing finished goods
  - (D) It deals with strategic planning and long-term decisions
16. During which cycle in the cycle view is the coordination of demand and supply crucial for minimizing stockouts and overstock situations?
- (A) Procurement cycle
  - (B) Manufacturing cycle
  - (C) Replenishment cycle
  - (D) Customer order cycle

17. What does the evolution of supply chain management reflect?
- Static processes that remain unchanged over time
  - Continuous adaptation to technological advancements and market demands
  - Decline in the importance of collaboration among supply chain partners
  - Dependence on manual labor for supply chain operations
18. What marked the beginning of the evolution of the concept of supply chain management?
- Introduction of the assembly line
  - Emergence of globalization and international trade
  - Development of transportation infrastructure
  - Invention of barcodes for inventory tracking
19. Which of the following is not a part of supply chain management system?
- Supplier
  - Manufacturer
  - Information Flow
  - Competitor
20. The purpose of supply chain management is:
- To provide customer satisfaction
  - To improve quality of a product
  - To integrating supply and demand management
  - To increase production
21. The supply chain management philosophy emerged in which decade?
- 1990s
  - 1970s
  - 1960s
  - 1980s
22. A supply chain is essentially a sequence of link between:
- Customer and prospects
  - Supplier and manufacturer
  - Suppliers and customers
  - Warehousing and wholesaling units
23. Intermediaries play an important role in matching :
- Dealer with customer
  - Manufacturer to product
  - Information and promotion
  - Supply and demand
24. Which of the following is not a key component of supply chain management?
- Procurement
  - Production
  - Sales
  - Distribution
25. Which of the following best describes the Bullwhip effect in supply chain management?
- A phenomenon where demand variability decreases as you move up the supply chain
  - A strategy to increase inventory levels at each stage of the supply chain
  - A method to reduce lead times in production
  - A phenomenon where demand variability increases as you move up the supply chain

26. Co-makership helps in:
- (A) Reducing production capacity
  - (B) Increasing supply chain flexibility
  - (C) ✓ Centralizing decision-making
  - (D) Lowering transportation lead times
27. Co-makership is most beneficial in industries where:
- (A) There is low supplier dependency
  - (B) Product demand is stable and predictable
  - (C) There is a high level of customization required
  - (D) Transportation costs are negligible
28. Which type of benchmarking involves comparing supply chain processes within different departments of the same organization?
- (A) Competitive benchmarking
  - (B) Functional benchmarking
  - (C) Strategic benchmarking
  - (D) ✓ Internal benchmarking
29. What is the role of benchmarking in supply chain risk management?
- (A) Identifying new markets
  - (B) Assessing potential risks by comparing against industry standards
  - (C) Enhancing product design
  - (D) Reducing employee benefits
30. Why is data collection crucial in the benchmarking process?
- (A) To identify performance gaps and areas for improvement
  - (B) To improve marketing strategies
  - (C) To reduce product prices
  - (D) To increase workforce diversity
31. In the initial phase of benchmarking, which activity is most critical?
- (A) Data analysis
  - (B) ✓ Selecting benchmarking partners
  - (C) Implementing changes
  - (D) Defining what to benchmark
32. Which supply chain model is best suited for industries with highly unpredictable demand and the need for quick adjustments in production?
- (A) Continuous flow
  - (B) Fast chain
  - (C) Agile
  - (D) Custom configuration
33. What is a critical factor when selecting benchmarking partners?
- (A) Geographical proximity
  - (B) Financial stability
  - (C) Similarity in business processes
  - (D) Market position
34. Which supply chain model would be most appropriate for a company that needs to offer highly customized products to its customers?
- (A) Continuous flow
  - (B) Fast chain
  - (C) Agile
  - (D) ✓ Custom configuration

35. What is the primary objective of supply chain management?  
 (A) Maximizing costs  
 (B) Reducing efficiency  
 (C) Maximizing customer satisfaction  
 (D) Minimizing collaboration
36. Which of the following is a benefit of effective supply chain management?  
 (A) Increased stockouts  
 (B) Higher inventory holding costs  
 (C) Decreased lead times  
 (D) Improved customer service
37. The "push" strategy in supply chain management is characterized by:  
 (A) Producing based on actual customer demand  
 (B) Producing based on forecasts and pushing products to customers  
 (C) Holding large inventories to meet uncertain demand  
 (D) Outsourcing all production processes to third-party suppliers
38. Which supply chain strategy focuses on minimizing waste and maximizing efficiency by eliminating non-value-added activities?  
 (A) Lean supply chain  
 (B) Agile supply chain  
 (C) Responsive supply chain  
 (D) Sustainable supply chain
39. Which supply chain strategy emphasizes flexibility and responsiveness to meet changing customer demands?  
 (A) Lean supply chain  
 (B) Agile supply chain  
 (C) Responsive supply chain  
 (D) Sustainable supply chain
40. What is the primary goal of demand forecasting in supply chain management?  
 (A) To accurately predict customer demand  
 (B) To increase lead times in production  
 (C) To minimize collaboration with suppliers  
 (D) To reduce inventory turnover
41. What role does risk management play in supply chain management?  
 (A) Ignoring potential disruptions and uncertainties in the supply chain  
 (B) Identifying, assessing, and mitigating potential risks to ensure continuity  
 (C) Avoiding collaboration with suppliers to minimize risks  
 (D) Maximizing exposure to supply chain disruptions
42. What role does supply chain visibility play in risk management?  
 (A) It increases vulnerability to supply chain disruptions  
 (B) It minimizes the need for collaboration with suppliers  
 (C) It enables organizations to track and monitor potential risks in real-time  
 (D) It reduces the need for inventory management

43. Supply chain management is:
- (A) Managing the flow of goods from suppliers to consumers
  - (B) Managing the flow of goods and services from producers to consumers
  - (C) Managing the flow of information within an organization
  - (D) Managing the flow of finances from investors to stakeholders
44. Supply chain management aims to achieve:
- (A) A competitive advantage through cost reduction and efficiency improvements
  - (B) A monopolistic market structure
  - (C) A decentralized organizational structure
  - (D) A reduction in product quality
45. Which of the following is not a key component of supply chain management?
- (A) Procurement
  - (B) Production
  - (C) Distribution
  - (D) Marketing
46. What does supply chain management primarily focus on?
- (A) Maximizing shareholder wealth
  - (B) Minimizing employee turnover
  - (C) Integrating and coordinating processes across the supply chain
  - (D) Reducing customer satisfaction
47. Just-in-Time (JIT) is a supply chain management approach that emphasizes:
- (A) Stockpiling large inventories for safety
  - (B) Minimizing waste and maintaining low inventory levels
  - (C) Delaying customer orders to optimize production schedules
  - (D) Overproduction to meet uncertain demand
48. In supply chain management, which component is primarily concerned with selecting and managing relationships with suppliers?
- (A) Demand planning
  - (B) Procurement
  - (C) Distribution
  - (D) Inventory management
49. Which of the following is a potential benefit of effective supply chain management?
- (A) Increased lead times
  - (B) Higher inventory holding costs
  - (C) Decreased customer satisfaction
  - (D) Reduced stockouts
50. What marked the beginning of the evolution of supply chain management?
- (A) Introduction of computers in business operations
  - (B) Emergence of globalization and international trade
  - (C) Invention of the assembly line
  - (D) Development of the concept of Just-in-Time (JIT)

**SECTION-B / खण्ड-ब : RESEARCH METHODOLOGY**

51. Residual value is calculated by subtracting \_\_\_\_\_ from TSS (total sum of square) in ANOVA.
- (A) TSC  
(B) TSR  
(C) None of the above  
(D) Both (A) and (B)
52. In business research, list of dealers refers to a \_\_\_\_\_.
- (A) sampling unit  
(B) sampling frame  
(C) sampling area  
(D) None of the above
53. Which of the following scale is associated with a five point system?
- (A) Semantic differential  
(B) Constant sum  
(C) Likert  
(D) Both (A) and (C)
54. Which of the following sampling technique is based on taking reference and approaching the respondents?
- (A) Snowball  
(B) Multi stage  
(C) Simple random sampling  
(D) None of the above
55. Which term is used to indicate measuring of something?
- (A) Scaling  
(B) Ratio  
(C) Rating  
(D) None of these
56. Type of scale that places events in an order:
- (A) Nominal  
(B) Ordinal  
(C) Interval  
(D) Ratio
57. Scale is used to draw out a yes or no answer.
- (A) Likert  
(B) Rating  
(C) Dichotomous  
(D) Category
58. This type of scale makes extensive use of words rather than numbers :
- (A) Semantic  
(B) Likert  
(C) Rating  
(D) Numerical
59. A key instrument to collect primary data is \_\_\_\_\_.
- (A) Questionnaire  
(B) Websites  
(C) Company records  
(D) None of these



60. \_\_\_\_\_ is the most common measure of central tendency
- (A) Mode
  - (B) Median
  - (C) Mean
  - (D) Range
61. When the study is related with more than two variables it is termed as \_\_\_\_\_ analysis.
- (A) Bivariate
  - (B) Multivariate
  - (C) Casual analysis
  - (D) Uni-dimensional
62. The report prepared for an expert is called as \_\_\_\_\_ report.
- (A) Technical
  - (B) Popular
  - (C) General
  - (D) Specific
63. A \_\_\_\_\_ is a list of the sources used by the researcher to get information for research report.
- (A) Bibliography
  - (B) Content
  - (C) Appendix
  - (D) None of these
64. There are \_\_\_\_\_ primary scales of measurement.
- (A) one
  - (B) Two
  - (C) Three
  - (D) Four
65. \_\_\_\_\_ is systematic way of assigning numbers or name to objects and their attributes.
- (A) Measurement
  - (B) Classification
  - (C) Scaling
  - (D) Tabulation
66. The categorical data is also known as :
- (A) Interval
  - (B) Ordinal
  - (C) Ranking
  - (D) Nominal data
67. The report prepared for a laymen is called :
- (A) Technical report
  - (B) Popular report
  - (C) General report
  - (D) Specific report

68. Rejecting a true null hypothesis is committing a \_\_\_\_\_.  
 (A) type-I error  
 (B) type-II error  
 (C) type-III error  
 (D) sampling error
69. In testing of hypothesis, if the null hypothesis is rejected \_\_\_\_\_ hypothesis is accepted.  
 (A) alternative  
 (B) relational  
 (C) new  
 (D) None of the these
70. Where the sample size is less than 30 \_\_\_\_\_ is used.  
 (A) f-test  
 (B) z-test  
 (C) T-test  
 (D) U-test
71. Population measurements are called \_\_\_\_\_.  
 (A) parameters  
 (B) statistics  
 (C) estimates  
 (D) hypotheses
72. Sample measurements are called \_\_\_\_\_.  
 (A) parameters  
 (B) statistics  
 (C) estimates  
 (D) hypotheses
73. The diagram drawn for presenting the data in picture form is called \_\_\_\_\_.  
 (A) chart  
 (B) frequency polygon  
 (C) pie chart  
 (D) pictogram
74. The preferred font size for 'text' in report is :  
 (A) 10  
 (B) 11  
 (C) 12  
 (D) 14
75. In line graphs, values of dependent variables are taken on the \_\_\_\_\_.  
 (A) x-axis  
 (B) y-axis  
 (C) base line  
 (D) None of these

76. These questions are also called **fixed alternative questions**
- (A) Open-ended
  - (B) Close-ended
  - (C) Both (A) and (B)
  - (D) Open response-option
77. \_\_\_\_\_ questionnaire contain definite, fix and direct questions.
- (A) Unstructured
  - (B) Structured
  - (C) Closed form
  - (D) None of these
78. Data processing consists of \_\_\_\_\_, coding and tabulation.
- (A) classification
  - (B) recording
  - (C) editing
  - (D) None of these
79. \_\_\_\_\_ helps to check that the data is complete in all respects for analysis.
- (A) Coding
  - (B) Tabulation
  - (C) Editing
  - (D) Classification
80. Values beyond the specified range are called as \_\_\_\_\_.
- (A) outer elements
  - (B) out-code
  - (C) outcome
  - (D) outliers
81. Summarizing raw data and displaying it in a compact form for further analysis is done through \_\_\_\_\_.
- (A) Classification
  - (B) Coding
  - (C) Tabulation
  - (D) Editing
82. In statistics, a \_\_\_\_\_ is a graphical display of tabulated frequencies.
- (A) Histogram
  - (B) Bar diagram
  - (C) Diagram
  - (D) None of these
83. If study is related to one variable it is called \_\_\_\_\_ analysis.
- (A) Bi-variate
  - (B) Correlation
  - (C) Casual analysis
  - (D) Uni-variate
84. \_\_\_\_\_ is the middle value in the distribution when it is arranged in descending or ascending order.
- (A) Mode
  - (B) Mean
  - (C) Median
  - (D) Range

85. Half of pie chart area is represented by :
- 360-degree
  - 270-degree
  - 180-degree
  - none of these
86. If the graph is not symmetrical it can be called as :
- unskewed
  - skewed
  - normal
  - None of these
87. If the graph is purely symmetrical the skewness is :
- One
  - Zero
  - Double
  - None of these
88. A mesokurtic graph will have a tall peak and thin shape. This statement is :
- True
  - False
  - Cannot say
  - None of these
89. The \_\_\_\_\_ method involves a complete enumeration of all units of the population or universe.
- census
  - sample
  - Both (A) and (B)
  - None of these
90. The undesirable variables adding error to an experiment from outside are \_\_\_\_\_ variables.
- dependent
  - extraneous
  - independent
  - None of these
91. \_\_\_\_\_ are the continuum upon which measured values are located.
- Scales
  - Measurement
  - Ranks
  - Rating
92. ANOVA is based on :
- t-test
  - F-test
  - z-test
  - None of the above

93. Full form of ANOVA is \_\_\_\_.
- (A) Attribute of variance
- (B) Analysis of variance ✓
- (C) Analysis of variable
- (D) None of the above
94. \_\_\_\_ is a measure of central tendency?
- (A) Mean
- (B) Standard deviation
- (C) Mean deviation
- (D) Range ✓
95. ANOVA is based on \_\_\_\_.
- (A) t-test
- (B) z-test
- (C) F-test
- (D) None of the above
96. Degree of freedom (table data) is calculated as :
- (A)  $d=(r+1)(c-1)$
- (B)  $d=(r+1)(c+1)$
- (C)  $d=(r-2)(c-2)$
- (D)  $d=(r-1)(c-1)$
97. Level of Significance is denoted by :
- (A)  $\beta$ -alpha
- (B) r
- (C) d
- (D) None of the above
98. \_\_\_\_ is defined as the square-root of the average of the square deviation from the mean.
- (A) Range
- (B) Standard deviation
- (C) Skewness
- (D) Geometric mean
99. In Chi-Square test, 'E' refers to :
- (A) Observed frequency
- (B) Only frequency
- (C) Expected frequency
- (D) Extended value
100. In Chi-Square test, '-O' refers to :
- (A) Observed frequency
- (B) Expected frequency
- (C) Obtainable frequency
- (D) Offered value

**Example :**

**Question :**

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Impt.** On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

**उदाहरण :**

**प्रश्न :**

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण:** प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।