

**JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES**

**MIM III Sem I**

**Subject: SCM, KM & CRM**

- \* Attempt Any four from Question No 1 - Question No 7.**  
**\* Marks to the right indicate maximum marks for the question.**  
**\* Total Marks: 60      Duration 2hrs 30 min**

- Q.1 Attempt any one [15]  
a. Define logistics. Explain its significance in supply chains.  
b. Explain the drivers/reasons of inventory management.
- Q.2 Attempt any one [15]  
a. Explain Vendor planning. State & explain its practices & processes  
b. Explain warehousing and the role of IT systems in their management.
- Q.3 Attempt any one [15]  
a. Explain the key perspectives of a knowledge management system.  
b. Explain the core objectives of knowledge management.
- Q.4 Attempt any one [15]  
a. Illustrate with suitable examples, the techno-centric approach to management system.  
b. Explain the key components of a knowledge management system.
- Q.5 Attempt any one [15]  
a. Explain sales force automation.  
b. Explain customer engagement with technology driven initiatives.
- Q.6 Attempt any one [15]  
a. Explain enterprise marketing automaton  
b. Comment on social CRM.
- Q.7 Write Short Notes on. (any three) [15]  
a. Ecology & Knowledge Management  
b. Outbound CRM  
c. Packaging  
d. Intellectual capital  
e. Contact Management

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