

No. of Printed Pages : 3

MMPL-003

**M. B. A. (LOGISTICS AND SUPPLY
CHAIN MANAGEMENT) (MBALS)**

Term-End Examination

June, 2026

**MMPL-003 : DATA ANALYTICS AND SUPPLY
CHAIN MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *This paper contain eight questions.*

(ii) *Attempt any **five** questions.*

(iii) *All questions carry equal marks.*

1. What is Big Data in supply chain management ? Identify the sources of big data and discuss how big data analytics improves supply chain performance and decision-making.

2. Explain the various types of data used in supply chain management. Discuss the importance of data integration and data quality in effective supply chain analytics.
3. Explain data collection methods in supply chains. Discuss techniques used to ensure data quality and methods to mitigate data quality issues.
4. What is Data Warehousing ? Explain its key characteristics and discuss the role of data warehousing and storage solutions in supply chain management.
5. Differentiate between descriptive, predictive and prescriptive analytics. Discuss the applications in supply chain decision making.
6. What is data-interpretation in supply-chains ? Discuss its importance and examine the major challenges in interpreting supply chain data.

7. Outline the fundamental principles of data visualization. Discuss the major visualization techniques used for analyzing supply chain performance metrics.
8. Write short notes on any *four* of the following :
 - (a) Cloud analytics in supply chains
 - (b) Transportation and logistics planning
 - (c) Warehouse Management Systems (WMS)
 - (d) Supply chain visibility and real-time monitoring
 - (e) Supply chain network design
 - (f) Blockchain application in supply chains

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