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Total Number of Pages: 02

MBA
15MNG306E

3rd Semester Regular Examination 2017-18

Supply Chain Management (SCM)

BRANCH: MBA

Time: 03 Hours

Max Marks: 100

Q.CODE: B693

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions : (2x10)**
- a) A----- encompasses all activities associated with the flow and transformation of goods from raw material stage, through to the end user, as well as the associated information flows.
 - b) A supply chain includes the chain of entities involved in the planning, procurement, production and ----- of products and services.
 - c) In a supply chain, materials flow in one direction while ----- from in both directions.
 - d) A supply chain is essentially a sequence of ----- and customers.
 - e) The time gap between placing of an order and receiving of an order is called-----.
 - f) To reduce inventory management costs, many companies use a system called-----.
 - g) ----- refers to variability in demand orders among supply chain participants.
 - h) An automobile manufacturing company deciding to manufacture its own tubes and tyres is an example of ----- integration.
 - i) PDCA was developed by -----.
 - j) Blue Dart Logistics is used ----- party logistics.
- Q2 Answer the following Questions : (2x10)**
- a) State any two causes of bullwhip effect.
 - b) Explain benefits of cross docking?
 - c) What are the different types of Supply Chain?
 - d) What do you mean by Vendor Managed Inventory?
 - e) What do you mean by 4PL?
 - f) What do you mean by tailored customization?
 - g) What do you mean by segmented standardization?
 - h) Explain the role of forward integration in SCM.
 - i) What do you mean by inbound logistics?
 - j) What is Push Pull supply chain system. Why is it called Idea Mix?
- Q3 a) Discuss the need of Supply Chain Management today. (7.5)**
b) "The primary focus of SCM is customer centric demand planning". Comment. (7.5)
- Q4 a) What is the significance of lean manufacturing philosophy in successful SCM system? (7.5)**
b) What is the core theme behind MRP? How JIT system is complementary to MRP concept? (7.5)
- Q5 a) Explain the push/pull view of the process within a supply chain and illustrate it with an example. (7.5)**

- b) Discuss the critical steps involved in supplier evaluation and selection process (7.5)
- Q6 a) Write short notes on any TWO :** (7.5)
- i) Levels of supply chain
 - ii) Supply chain information system
 - iii) 4 PL
- b) “Warehousing is becoming an essential service for the industries”. Comment. (7.5)
- Q7** Discuss the role of SCOR modelling in SCM performance measurement. Explain. (15)
- Q8 a)** Differentiate the traditional balanced scorecard concept and the supply chain balanced scorecard concept. (7.5)
- b)** What do you mean by GPS technology. Explain uses of GPS in Fleet Management. (7.5)