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Total Number of Pages : 02

MBA
18MBA301D

3rd Semester Regular Examination 2019-20
SUPPLY CHAIN MANAGEMENT & LOGISTICS

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR585

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) What do you mean by VMI?
- b) Differentiate between DRP and MRP
- c) What do you mean by Delphi Technique?
- d) What do you mean by Value Chain?
- e) What do you mean by Pipe line inventory?
- f) Write two advantages of centralised SCM ?
- g) Explain advantages of forecasting.
- h) What do you mean by Milk Runs.
- i) What do you mean by Customer Order Decoupling point.
- j) Define Collaborative Planning forecasting replenishment

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Write short notes on Vendor relationship Management.
- b) What are factors affecting distribution in supply chain Management?
- c) Briefly explain features of SCM ?
- d) Explain need and characteristics of forecasting.
- e) What do you mean by Cross docking? Explain its basic form, benefits and constraints.
- f) Briefly explain drivers and obstacles of SCM.
- g) What is bullwhip effect ? Explain its remedial measures.
- h) Explain the concept of Third Party Logistic and also explain its benefits.
- i) What is Green Supply Chain Management? Explain its dimensions.
- j) What are the factors for the selection of number and location of warehouses.
- k) How customer relationship management is used in SCM ? Explain
- l) What are the legal aspect in supply chain management ?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 What is demand forecasting? Discuss different methods of demand forecasting. (16)

Q4 Explain the key Issues in SCM. (16)

Q5 a) Briefly explain Hub and spoke Model. (8)
b) Briefly explain vehicle routing method. (8)

- Q6 a)** Calculate the vendor rating for the following. The items under consideration is the same for all suppliers : **(8)**

Supplier's data	A	B	C
Quantity supplied	90	80	75
Quantity accepted	78	80	70
Price of each item	Rs.4	Rs4.2	Rs3.9
Delivery promised	6 Weeks	6 Weeks	6 weeks
Actual deliveries made in	8 weeks	6.2 weeks	7 weeks

Weight age for quality=70%,Price=20% and delivery=10%.

- b)** What do you mean by Reverse logistics. What are the challenges faced by Reverse logistics. **(8)**