Registration No :

Total Number of Pages : 02

MBA
15MNG403E

4th Semester Regular / Back Examination 2018-19
SUPPLY CHAIN MANAGEMENT
BRANCH : MBA
Max Marks : 100
Time : 3 Hours
Q.CODE : F347
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) Define a Value Chain.

b) Why is there a Lead time concept?

c) How can Cross Docking be explained?

d) What is understood by Vendor Rating?

e) How can you define Virtual Manufacturing?

f) Why do you require Vendor Consolidation?

g) Define Cost components of Distribution?

h) What do you understand by Third-Party Logistics?

i) Define Pipe-line Inventory.

j) Define Vendor Relationship Management.

Part- II

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

a) Analyze Just in Time Manufacturing and justify the activity from benefits to be reaped.

b) Delineate the Supply Chain of a company that has led to the creation of a Value Chain. Exemplify.

c) How lead time components be compressed to help in Manufacturing Logistic Management?

d) Vehicle Loading and Vehicle Routing are essential to effeceveness and economy of SCM. Justify.

e) What is understood by Response consideration and how it helps in SCM?

f) Define Centralized and Decentralized Supply Chains.

g) How can Supply Chains be alligned to Customer needs? Give example.

h) How a Contract Negotiation is carried out? Explain in detail.

i) Define Lean and Agile Manufacturing with example(s).

j) Explain Supply Chain impact on Balance Sheet and P-L Account.

k) Analyze the effectiveness of self-Certfied Vendor Management.

l) Explain Lot Streaming with example.

Part-III

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

Q3 Evaluate Customer Reguirements on the basis of Customer Segmentation. Use example for your answer. **(16)**

Q4 Discuss structure and operation of distribution channels with justification by using proper examples. **(16)**

Q5 Delineate the Hub-n-Spoke Models for explaining Distributions Management. Use example(s) to support your answer. **(16)**

Q6 Lay down the Global vrs. Domestic Sourcing arguments in the Procurement Logistics considerations. Do use examples for justifying your answer. **(16)**