

Paper Id:

140723

Roll No:

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B. TECH.
(SEM VII) THEORY EXAMINATION 2019-20
SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 7 = 14

a.	What is the objective of supply chain?
b.	Write down the process views of supply chain.
c.	What is the role of demand forecasting in a supply chain?
d.	Enlist the factor those influence the logistic.
e.	Identify uncertainties that influence supply chain performance and network design.
f.	What do you mean by In-bound and out-bound transportation costs?
g.	Define effectiveness and responsiveness for supply chain.

SECTION B

2. Attempt any three of the following:

7 x 3 = 21

a.	Describe the cycle and push/pull views of a supply chain.
b.	Discuss the role of each supply chain driver in creating strategic fit between the supply chain strategy and the competitive strategy.
c.	What are the systematic and random components you would expect in demand for chocolates?
d.	What is the role of network design decisions in a supply chain? Identify the factors influencing supply chain network design decisions.
e.	Write a detailed note on the changes and growth in the organizational structure for logistic and supply chain management.

SECTION C

3. Attempt any one part of the following:

7 x 1 = 7

(a)	Consider the supply chain involved when a customer purchases a book at a bookstore. Identify the push/pull boundary and two processes each in the push and pull phase.
(b)	Explain why achieving strategic fit is critical to a company's overall success? Describe how a company achieves strategic fit between its supply chain strategy and its competitive strategy?

4. Attempt any one part of the following:

7 x 1 = 7

(a)	What is the importance of inventory in responsiveness? How could a grocery retailer use inventory to increase the responsiveness of the company's supply chain?
(b)	Define the value chain of supply chain management. Explain the flow of various things in it along with their relevance.

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5. Attempt any *one* part of the following:

7 x 1 = 7

(a)	What is the role of forecasting for an enterprise and supply chain?
(b)	What are the six distinct network design that may be used to design a distribution network? Discuss the strengths and weaknesses of various distribution options.

6. Attempt any *one* part of the following:

7 x 1 = 7

(a)	Why should an e-business like Amazon.com build more warehouses as its sales volume grows?
(b)	Identify causes of the Bullwhip effect and obstacles to coordination in the supply chain. Discuss managerial levers that help to achieve coordination in the supply chain.

7. Attempt any *one* part of the following:

7 x 1 = 7

(a)	Discuss the various dimensions of L&SCM performance measurement.
(b)	What is Bench Marking ? Discuss the process of Bench Marking.

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