

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7117

Roll No.

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M.B.A.

(SEM. III) ODD SEMESTER THEORY

EXAMINATION 2010-11

SUPPLY CHAIN MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note :— (1) Attempt **all** questions.

(2) All questions carry equal marks.

1. Explain supply chain with the help of Porter's generic value chain. Also differentiate between Supply Chain Management and Logistics Management. (20)

OR

1. Discuss the cycle and push-pull view of a supply chain process. Examine the impact of three supply chain decisions on the success of a firm. (20)
2. (a) Examine the role of safety inventory in supply chain. (10)
(b) Explain the reason for including only the incremental cost while estimates the holding and order cost for a firm. (10)

OR

2. (a) Suppose you purchase from a supplier at Rs. 4/- per unit a part with which you assemble CPU. On an average you use 50,000 units of the part each year. Every time you order this particular part, you incur a sizeable ordering cost of Rs. 800 regardless of the number of parts you order. Your cost of capital is 20% per year.

- (i) How many parts each time should you purchase when you place an order ?
 - (ii) How many times per year should you place the order so as to satisfy annual demand ? (10)
 - (b) Explain ABC and VED analysis of inventory management. (10)
3. (a) State the duties, functions and responsibilities of purchasing department. (10)
- (b) Compare the advantages and limitations of a single-vendor outsourcing program with a multi-vendor outsourcing program. (10)

OR

3. (a) What is vendor rating ? Explain the process of vendor evaluation. (10)
- (b) What modes of transportation are best suited for large, low value shipments ? Why ? (10)
4. (a) Discuss how technology platform shifts have made supply chain IT system more effective. (10)
- (b) Elaborate Just in time and kanban system of Inventory Management. (10)

OR

4. (a) Define the following :— (10)
- (i) Bullwhip effect
 - (ii) Logistics information system.
- (b) What is physical distribution ? Describe its components. (10)
5. Write short note on any **two** of the following :— (10×2=20)
- (a) Benchmarking
 - (b) Outsourcing
 - (c) Demand Chain Management
 - (d) Different flows in SCM.