

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

PAPER ID : 7117

Roll No.

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MBA

(SEMESTER-III) THEORY EXAMINATION, 2012-13

SUPPLY CHAIN MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Section – 1

1. Attempt **all** the questions. This section consists of **ten** short answer type questions of **2** marks each. **2 × 10**
- What is dead stock ?
 - What is optimal order quantity ?
 - Write a short note on Bullwhip effect.
 - What is Stockpiling ?
 - What is difference between 3PL and 4PL ?
 - What is Reverse Logistics ?
 - Differentiate the Pull strategy from Push strategy.
 - What is Strategic Supply Chain Management ?
 - What are MRP and DRP ?
 - Write a short note on ABC analysis.

Section – 2

2. Answer any **3** questions from the following : **10 × 3**
- What is inbound and outbound logistic ? And differentiate it.
 - What is difference between supply chain management, logistic and physical distribution ?
 - What is the role of safety inventory in the supply chain ?
 - What do you mean by supply integration ? How do you relate IT with supply chain integration ?
 - What is the meaning of ERD ? Explain the role in supply chain integration.

Section – 3

This section consists of **five** long answer type questions of **10** marks each and all to be answered : **10 × 5**

3. What do you mean by supply chain management ? What is its feature ?

OR

Elucidate the Indian supply chain scenario with suitable example.

4. Describe the concept of just in system and its relationship to SCM. Write a note on various models for the determination of EOQ.

OR

What are some of the reasons organizations' choose outsourcing as a method of supporting data processing activities ?

5. Vendor rating has become a very important tool of contemporary supply chain practices. Justify it.

OR

Outsourcing has become a buzzword for supply chain professionals and private thinkers. Comment and justify.

6. How information technology will help in the growth and long-term performance of the Indian Retail Industry ? Discuss in details the scope of IT in optimization of supply chain in retail industry.

OR

Discuss why the high-tech industry has been the leader in adopting supply chain IT systems.

7. What role does forecasting play in the following categories of supply chain ?

- (i) Make of stock
- (ii) Configure to order
- (iii) Made to order

OR

Describe the supply chain involved in making the bar of Lux soap that you have just picked up from your neighbourhood retail store.