

6. What is meant by Bullwhip effect? What can organization do to reduce its effect?

Or

Bring out the difference between centralized and decentralized purchasing. In what circumstances are they used?

7. Discuss the various methods of vendor rating. Also denote whether they are subjective or objective methods.

Or

Discuss JIT system. Also discuss why only some organizations practically implement it.

O-1

Printed Pages : 4

MBA-031

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

PAPER ID : Roll No.

M.B.A.

(Semester III) Theory Examination, 2011-12

SUPPLY CHAIN MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : Attempt questions from each Section as indicated.

Section-A

Attempt *all* parts of this question. $2 \times 10 = 20$

1. (a) Briefly describe the concept of value chain management.
- (b) What is concept of supply chain management?
- (c) Briefly discuss the various types of inventory.
- (d) What is the meaning of logistics?
- (e) Discuss in brief the role of information technology used in supply chain management.
- (f) What is meant by outsourcing?
- (g) Discuss the concept of FSN in inventory control.

- (h) Discuss the meaning of warehousing.
- (i) What are the various logistic costs? Discuss them briefly.
- (j) Discuss the concept of ordering cost and carrying cost.

Section-B

Attempt any *three* parts of this question. $10 \times 3 = 30$

2. (a) Discuss the various types of supply chain management.
- (b) A factory requires a particular part whose annual requirement is 2000. Ordering cost is Rs. 2 per order while carrying cost is 20% of purchase price. Purchase price per unit is Rs. 4. Find the EOQ.
- (c) What is the meaning of inbound logistics and outbound logistics?
- (d) Discuss in brief the following concepts :
 - (i) e-commerce
 - (ii) e-mail
 - (iii) e-purchasing.
- (e) What is the meaning of ABC model of inventory control?

Section-C

Attempt *all* questions.

$10 \times 5 = 50$

3. What are the various flows associated with supply chain management? Discuss them in detail along with diagram.

Or

What is concept of demand chain management? How is it related to supply chain management?

4. Logistics include the concept of storage of materials. Discuss it and describe the various storing methods.

Or

Why can an organization use only one method of inventory control ? Discuss it with an example.

5. What are the various stocks used by an organization? Is there any difference in physical sense? Also describe it graphically.

Or

Discuss the Kanban method used in organizations. Discuss the various forms of Kanban systems.