

(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) THEORY EXAMINATION 2011-12

SUPPLY CHAIN MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note :- (i) Attempt **all** questions.

(ii) All questions carry equal marks.

1. "Supply Chain Management is a system approach to distribution". Discuss. Also discuss supply chain management with the help of Porter's generic value chain. **(20)**

OR

"Supply Chain Management is the nature of organizations that are involved through upstream and downstream linkages in the different processes and activities that produce value in the form of products and services". Discuss. **(20)**

2. "SCM is simply the extension of Logistics functions with other participants like vendors, customers and third party logistics service provider". Do you agree with the statement ? Support your answer with suitable examples. **(20)**

OR

- (a) Discuss the goal of a supply chain and explain impact of SCM decisions on the success of a firm. (10)
- (b) Identify three key supply chain decision phases and explain their significance. (10)
3. (A) Write short notes on : (5×2=10)
- (a) Bull-Whip Effect
- (b) KANBAN System.
- (B) Explain various costs associated with inventory. (10)

OR

XYZ Co., purchases a particular part of an unit 10000 annually. Ordering cost is Rs. 10, whereas carrying cost is 20% of inventory value and cost of one unit of part is Rs. 25 :

- (a) Calculate EOQ.
- (b) Calculate number of orders to be placed in a year. (20)
4. Speak about various modes of transportation and justify which one is best suited to high and low value shipments each. (20)

OR

- (a) Discuss ABC inventory technique of Inventory Management. Also compare ABC technique with VED technique of Inventory Management. (10)
- (b) Discuss Role of IT in SCM. (10)

5. Write short notes on any two : (20)
- (a) CRM Vs. SCM
- (b) Outsourcing Process
- (c) Benchmarking Process
- (d) Demand Chain Management.