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                                                                  MGT303E

3RD Semester Regular/Back Examination 2015-16
SUPPLY CHAIN MANAGEMENT
BRANCH: Mba
Time: 3 Hours
Max marks: 70
Q.CODE: T462
Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

Q1   Answer the following questions: (Answer to each bit question should   **(2 x 10)**
          not exceed 50 words)
   a) What is CODP (Customer Order De-coupling Point)?
   b) Define Collaborative Strategy in SCM.
   c) Name globally reputed organizations one each in retail, manufacturing,
          pharmaceuticals and hospitality industry which extensively use SCM in
          their business.
   d) What is lean manufacturing?
   e) What is Mass Customization? State briefly with an example.
   f) State four characteristics of Globalisation.
   g) What is EOQ (Economic Order Quantity)?
   h) Give the full forms of the following terms related to SCM.
          (a) CPFR (b) VMI (c) MRP (d) GPS
   i) Define Logistics management in your own words.
   j) What is Performance measurement?

Q2
          Explain the Demand Flow Strategy of SCM. How could IT and e-   **10**
          commerce technologies be integrated with this strategy to enhance its
          efficacy.

Q3 a) Explain Just In Time (JIT) concept of inventory management.   **(5)**
   b) What changes are brought in through JIT-II vis-s-vis JIT?   **(5)**

Q4   What problems arise when each stage of a Supply Chain focuses   **(10)**
          solely on its own profit? Identify some actions that could help a retailer
          and manufacturer work together to expand the scope of strategic fit.

Q5 a) Explain Cross Docking.   **(5)**
   b) Describe the use of RFID in Supply Chain Management with an   **(5)**
          example.

Q6 a) Logistics management is crucial to successful implementation of SCM   **(5)**
          in a business organization? Discuss.

b) Explain the concept and necessity of Gap Analysis in SCM. **(5)**

Q7 a) What modes of transportation are best suited for large low value shipments and why? **(5)**

b) How GPS and GIS Technologies are deployed to enhance the efficiency of transportation in SCM. **(5)**

Q8 Write short notes on any two: **(5 x 2)**
   a) Quick Response Manufacturing
   b) Purchasing Cycle
   c) Hub and Spoke model of distribution