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Total Number of Pages: 02

MBA
15 MNG403E

4th Semester Regular Examination – 2016-17
SUPPLY CHAIN MANAGEMENT (SCM)
BRANCH(S): MBA
Time: 3 Hours
Max Marks: 100
Q.CODE:Z582

Answer Question No.1 and 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

- Q1 **Answer all MCQs. Each Question has only one right answer.** (2 x 10)
- a) What is the first step in choosing a Supply Chain?
(i) Developing an umbrella mission statement (ii) Understanding the customer (iii) Making sure the members of the supply chain harmonize with the organizational culture (iv) Creating a unifying inter-organizational strategy
 - b) Which of the following is an example of a pure good:
(i) Restaurant (ii) Dentist (iii) Coal Mining (iv) Education
 - c) Which of the following is not a typical supply chain member?
(i)Retailer"s Creditor (ii) Wholesaler (iii) Producer (iv)Customer
 - d) The trend in organizations is to place the SCM function:
(i) under Manufacturing function (ii) under Finance function (iii) under Engineering function (iv) At the same level as the other major functions
 - e) Logistic network which moves materials from suppliers to manufacturing unit is classified as:
(i) Inbound distribution (ii) Outbound distribution (iii) Forward distribution (iv) Reverse distribution
 - f) Lean production involves:
(i) Elimination of cost only (ii) Improvement of quality only (iii) Improvement of speed only (iv) Elimination of all types of waste
 - g) Combining different transportation modes in order to get the best features of each is called:
(i) Freight forwarding (ii) Dual distribution (iii) Intermodal transportation (iv) Intramodal transport.
 - h) A warehouse that emphasizes speed and efficient product flow to hold goods for short periods of time and move them out as soon as possible is a/an :
i) Storage warehouse ii) Freight forwarder iii) Distribution centre iv) Inventory expediting centre
 - i) Which of the following doesn't affect Supply Chain process?
(i) More Competition in Market (ii) Less number of suppliers (iii)Increased Opportunities (iv) Longer Product Lifecycles
 - j) In Just-In-Time, the vendor is to be viewed by the company as a

(i) Manager (ii) Worker (iii) Partner (iv) None of the above

- Q2 **Answer briefly the following questions:** (2 x 10)
- a) State the Objectives of Supply Chain Management.
 - b) Differentiate between in-sourcing and outsourcing.
 - c) What is Supplier quality?
 - d) What do you mean by value addition?
 - e) Explain the term vendor assessment.
 - f) What is retail logistics management?
 - g) What are the functions of packaging?
 - h) What factors should be considered in selecting the location of a warehouse?
 - i) Differentiate between procurement management and inventory management.
 - j) What is multimodal transportation?
- Q3 (a) Discuss the cycle and push-pull view of a supply chain process. (7.5)
- (b) Examine the impact of the supply chain decisions on the success of a firm (7.5)
- Q4 (a) Explain the role of safety inventory in supply chain. (7.5)
- (b) What is the reason for including only the incremental cost while estimating the holding and order cost for a firm? (7.5)
- Q5 (a) Many companies make the mistake of employing the tools and techniques of SCM without having first established collaborative relationships with their customers and suppliers. Discuss. (7.5)
- (b) List out the ways of improving supply chain performance. (7.5)
- Q6 (a) Explain the process of vendor evaluation. (7.5)
- (b) Compare the advantages and limitations of a single vendor outsourcing program against a multi-vendor outsourcing program. (7.5)
- Q7 (a) List the various components of distribution cost and explain with an example. (7.5)
- (b) What do you understand by Vehicle Routing Problem (VRP)? Briefly state four principles / good practices for vehicle routing and scheduling. (7.5)
- Q8 **Write short notes (any two):** (7.5+7.5)
- i) Vendor managed inventory
 - ii) Virtual manufacturing
 - iii) Cross docking