4th Semester Regular Examination 2017-18
SUPPLY CHAIN MANAGEMENT (SCM)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C264
Answer Question No. 1 and 2 are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

Q1. **Answer the following questions :** (2 x 10)

a) The primary objective of any supply chain management is --------------------
   (i) provide customer satisfaction
   (ii) improve quality of a product
   (iii) integrating supply and demand management
   (iv) increase production

b) VMI stands for_____
   (i) Vendor material inventory
   (ii) Vendor managed inventory
   (iii) Variable material inventory
   (iv) Valuable material inventory

c) Reverse logistics is required because_____
   (i) Goods are defective
   (ii) Goods are unsold
   (iii) The customers simply change their minds
   (iv) iv) All of the above

d) Logistics is the part of a supply chain involved with the forward and reverse flow of_____
   (i) goods
   (ii) services
   (iii) cash
   (iv) iv) all of the above

e) The major decision areas in supply chain management are_____
   (i) location, production, distribution, inventory
   (ii) planning, production, distribution, inventory
   (iii) location, production, scheduling, inventory
   (iv) location, production, distribution, marketing

f) _____ is a tool to chart how individual processes are currently being conducted and to help lay out new improved processes.
   (i) Supply chain management
   (ii) Design chain mapping
   (iii) Pareto charting
   (iv) Process mapping

g) ------------------- analysis considers how processes, activities, and decisions actually create costs in the supply chain.
   (i) Cost driver
   (ii) Value proposition
   (iii) Cost reduction
   (iv) Target costing

h) Outsourcing logistics operation to a ------------------- adds to the bottom line for both retailer and manufacturer.
    (i)   Third party
    (ii)   Second party
    (iii)   First party
    (iv)   None of the above

i) _____ is the design of seamless value-added processes across organization boundaries to meet the real needs of the end customer.
    (i)   Strategic sourcing
    (ii)   Supply chain management
    (iii)   Value Management
    (iv)   Customer relationship management

j) A successful supply chain management strategy integrates_____
    (i)   Processes and systems within and across organization
    (ii)   Processes and systems within organization
    (iii)   The flow of materials within an organiza5tion
    (iv)   The flow of information within the buying organization.

Q2. **Answer the following questions :**   **(2 x 10)**
a) What is contract negotiation?
b) What is lot streaming?
c) What is landed cost?
d) What do you mean by lean and agile manufacturing?
e) What is quick response logistics?
f) What is vendor rating?
g) What is pipeline inventory?
h) What is cross docking?
i) Distinguish among individual purchase and modular purchase.
j) What do you understand by virtual manufacturing?

Q3. Discuss the Vendor Development and Vendor Relationship Management process. Also explain how the Vendor Performance can be monitored.   **(15)**

Q4. "*Aligning supply chain to customer need is the prime motto of any SCM process*". Elucidate your answer.   **(15)**

Q5. Discuss the impact of supply chain management on sales, cost, profit and profitability.   **(15)**

Q6. How distribution channel management is an integral part of SCM? Discuss the structure and operations.   **(15)**

Q7. Explain third party logistic and service concept .Write about their applications with examples.   **(15)**

Q8. Discuss the Customer Satisfaction oriented Supply Chain Management strategy with suitable examples.   **(15)**