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Total Number of Pages : 02

MBA
15MNG403E

4th Semester Regular / Back Examination 2018-19
SUPPLY CHAIN MANAGEMENT

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F347

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) Define a Value Chain.
- b) Why is there a Lead time concept?
- c) How can Cross Docking be explained?
- d) What is understood by Vendor Rating?
- e) How can you define Virtual Manufacturing?
- f) Why do you require Vendor Consolidation?
- g) Define Cost components of Distribution?
- h) What do you understand by Third-Party Logistics?
- i) Define Pipe-line Inventory.
- j) Define Vendor Relationship Management.

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Analyze Just in Time Manufacturing and justify the activity from benefits to be reaped.
- b) Delineate the Supply Chain of a company that has led to the creation of a Value Chain. Exemplify.
- c) How lead time components be compressed to help in Manufacturing Logistic Management?
- d) Vehicle Loading and Vehicle Routing are essential to effectiveness and economy of SCM. Justify.
- e) What is understood by Response consideration and how it helps in SCM?
- f) Define Centralized and Decentralized Supply Chains.
- g) How can Supply Chains be aligned to Customer needs? Give example.
- h) How a Contract Negotiation is carried out? Explain in detail.
- i) Define Lean and Agile Manufacturing with example(s).
- j) Explain Supply Chain impact on Balance Sheet and P-L Account.
- k) Analyze the effectiveness of self-Certified Vendor Management.
- l) Explain Lot Streaming with example.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Evaluate Customer Requirements on the basis of Customer Segmentation. Use example for your answer. **(16)**

Q4 Discuss structure and operation of distribution channels with justification by using proper examples. **(16)**

Q5 Delineate the Hub-n-Spoke Models for explaining Distributions Management. Use example(s) to support your answer. **(16)**

Q6 Lay down the Global vrs. Domestic Sourcing arguments in the Procurement Logistics considerations. Do use examples for justifying your answer. **(16)**