

**Department of Marketing and Supply Chain Management**

**End Tem Examination**

**May -2017**

**MBA (SCM) Semester – II**

**Course Title: Essentials of Supply Chain Management**

**Max. Marks: 100**

**Course Code: PGSCM2C005T**

**Min Marks: 50**

**Time Allotted: 3hrs.**

**Section – A**

*This section contains ten MCQ's/ True-False Statements/ Fill in the Blanks.*

*All questions in this section are compulsory. Each question carries 1.5 marks.*

1. The function of logistics ultimately supports ..... by delivering products to the consumer at a time and place of his choice, at an affordable cost.
  - A. Corporate goals
  - B. CRM
  - C. BPR
  - D. ERP
  
2. In supply chain management, information, systems, processes, efforts, and ideas are ..... across all functions of the entire supply chain.
  - A. Collaborated
  - B. Dissociated
  - C. Integrated
  - D. Disintegrated
  
3. .... is a management tool for comparing performance against an organization that is widely regarded as outstanding in one or more areas, in order to improve performance.
  - A. Benchmarking
  - B. Reengineering
  - C. CRM
  - D. ERP
  
4. .... is the process of a supplier managing the inventory levels and purchases of the materials s/he supplies.
  - A. VMM
  - B. CRM
  - C. TQM
  - D. VMI

5. A stand-alone type of logistics service provider who offers only one type of service such as warehousing, transportation, inventory management or packaging:
- A. Producer
  - B. Wholesaler
  - C. Distributer
  - D. Retailer
6. The bulk cargo is transported through railways because of \_\_\_\_\_ advantage over other modes.
- A. speed
  - B. reliability
  - C. cost
  - D. door-to-door service
7. Hub and Spoke Network in transportation tends to \_\_\_\_\_.
- A. minimize freight
  - B. optimizes the number the of distribution centres
  - C. minimizes delivery time
  - D. enables reliability in delivery
8. Information requirement for operating level planning are order registration and processing, inventory planning, warehousing and distribution and \_\_\_\_\_.
- A. transportation and delivery
  - B. competition strategy
  - C. technology equipments
  - D. vehicle types
9. Web-based information transfer between companies, their suppliers, and their customers has decidedly increased the importance of \_\_\_\_\_ in creating effective supply chains.
- A. information source
  - B. information destination
  - C. information utility
  - D. information management
10. Synchronized planning comprising the following element:
- A. Collaborative controls
  - B. Collaborative planning
  - C. Collaborative replenishment
  - D. Collaborative design

## Section - B

*This section contains Short Answer Type Questions.*

*Attempt any five questions selecting one from each unit. Each question carries 8 marks*

### Unit -I

11. What are the major decision areas in SCM?
12. Describe the model for strategy formulation in supply chain management.

### Unit -II

13. Enumerate the components of supply chain management.
14. Examine the supply – demand uncertainties.

### Unit -III

15. Define the Logistics. Discuss the role of Logistics in SCM.
16. Explain supply chain synchronization. Give example.

### Unit -IV

17. What is third party logistics? Enumerate the factors affecting transport decision.
18. What modes of transportation are best suited for large, low-value shipments? Why?

### Unit -V

19. Describe the role of information technology in supply chain Management.
20. How e-commerce is reconfiguring business. Explain with two examples.

## Section - C

*This section contains Long Answer Type Questions.*

*Attempt any two questions out of four from Part –I. Each carries 15 marks.*

*Part-II is compulsory and is a Case Study. Each carries 15 marks.*

### Part -I

21. Explain the role of inventory in the supply chain system. Discuss the phenomenon of 'bullwhip effect' with its causes and strategies to mitigate it.
22. What are the various customer services attributes in supply chain system? Discuss the various phases of customer service requirements in different stages of goods transaction process.
23. With suitable examples explain process integration, inventory visibility, cycle time reduction and channel coordination and its importance in SCM.
24. Explain EOQ model of procurement and its relevance in today's SCM context.

## Part –II [Case Study]

*Given below is a situation that a 'Jagrook Youth' for India fellow is likely to come across in rural India. Please go through it and give us your views on how you will handle it. Remember that there is no right or wrong answer. We wish to understand your thought process and ability to think 'out of the box' and beyond the obvious.*

Suresh, a 'Jagrook Youth' for India Fellow works with NGO in a tribal village. The NGO has been working there for the past 12 years on different livelihood projects. One of the key projects is to establish an efficient supply chain for vegetables produced in the area. After teaching the locals about vegetable farming, the NGO started working on forward linkages i.e. taking the farm produce to the market by avoiding the middle men. Initially they gave hand-holding support to the locals to gather the vegetables grown. form a group, hire a truck and then send the produce to the main market which was situated 250 kms away. In the course of the project, Suresh learns that Mahesh, one of the economically well established locals and the owner of a truck was now solely handling the transfer of produce to the market for the entire village. Further, Suresh finds out that Mahesh is not paying the tribal farmers the correct price which he receives for the produce in the main market. In other words, he has now become the new middle man.

25. What should Suresh do, keeping in mind that he is a stranger in the location, while Mahesh is an influential and established person in the locality?
26. Give suitable Title to this case study. Explain the logic behind the selection of the title.