

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7117**Roll No.**

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M.B.A.**(SEM. III) ODD SEMESTER THEORY****EXAMINATION 2010-11****SUPPLY CHAIN MANAGEMENT***Time : 3 Hours**Total Marks : 100***Note :—** (1) Attempt **all** questions.

(2) All questions carry equal marks.

1. Explain supply chain with the help of Porter's generic value chain. Also differentiate between Supply Chain Management and Logistics Management. **(20)**

OR

1. Discuss the cycle and push-pull view of a supply chain process. Examine the impact of three supply chain decisions on the success of a firm. **(20)**
2. (a) Examine the role of safety inventory in supply chain. **(10)**
(b) Explain the reason for including only the incremental cost while estimates the holding and order cost for a firm. **(10)**

OR

2. (a) Suppose you purchase from a supplier at Rs. 4/- per unit a part with which you assemble CPU. On an average you use 50,000 units of the part each year. Every time you order this particular part, you incur a sizeable ordering cost of Rs. 800 regardless of the number of parts you order. Your cost of capital is 20% per year.

- (i) How many parts each time should you purchase when you place an order ?
- (ii) How many times per year should you place the order so as to satisfy annual demand ? (10)
- (b) Explain ABC and VED analysis of inventory management. (10)
- 3. (a) State the duties, functions and responsibilities of purchasing department. (10)
- (b) Compare the advantages and limitations of a single-vendor outsourcing program with a multi-vendor outsourcing program. (10)

OR

- 3. (a) What is vendor rating ? Explain the process of vendor evaluation. (10)
- (b) What modes of transportation are best suited for large, low value shipments ? Why ? (10)
- 4. (a) Discuss how technology platform shifts have made supply chain IT system more effective. (10)
- (b) Elaborate Just in time and kanban system of Inventory Management. (10)

OR

- 4. (a) Define the following :— (10)
 - (i) Bullwhip effect
 - (ii) Logistics information system.
- (b) What is physical distribution ? Describe its components. (10)
- 5. Write short note on any **two** of the following :— (10×2=20)
 - (a) Benchmarking
 - (b) Outsourcing
 - (c) Demand Chain Management
 - (d) Different flows in SCM.