

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014

Subject Code: 2840005

Date: 28-05-2014

Subject Name: Supply Chain Management (SCM)

Time: 10.30 am - 13.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q. 1** **a.** What are the supply chain challenges for the Indian FMCG sector? How supply chain challenges different from other sectors? **07**
- b.** Explain innovative and responsive supply chain with suitable examples. And also **07**
- Q. 2** **a.** What are the future trends in terms of the way Information Technology going to influence Supply chain Management? **07**
- b.** Explain 'Make To Stock' (MTS), 'Make To Order' (MTO) and 'Configure To Order' (CTO) with suitable Examples. **07**
- 'OR'**
- b.** Name any Four Drivers of Supply Chain performance. Explain any two in Detail. **07**
- Q. 3** **a.** Explain "Impact of Service Level on Revenue Costs and Profits". **07**
- b.** What is cross Docking? What are the benefits of cross docking? **07**
- 'OR'**
- a.** How can a firm design its sourcing strategy based on a purchase portfolio matrix? **07**
- b.** Discuss Various transport modes and its impact on Supply Chain performance measures. **07**
- Q. 4** **a.** What role does forecasting play in the supply chain of a build-to-order manufacturer? **07**
- b.** SCM plays an important role in organizations – Comment. **07**
- 'OR'**
- a.** Define the term Agile supply chain. How Agile supply chain different from the traditional supply chain? **07**
- b.** Explain the role of information technology in SCM **07**
- Q. 5** **a.** What is the bullwhip effect and what are the main causes of bullwhip effect? **07**
- b.** What is supply chain mapping? Explain in detail. **07**
- 'OR'**
- a.** Define uncertainties that are particularly relevant when designing global supply chains? **07**
- b.** Explain in brief internal integration and External integration. **07**
