Seat No.: ________ Enrolment No.___________

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION–SUMMER • 2015

Subject Code: 2840005 **Date: 18-05-2015**

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)**	"The supply chain is the nature of organizations that are involved through upstream and downstream linkages in the different processes and activities that produce value in form of products & services". – Comment.	**07**
	(b)	What are various issues or challenges faced while managing SCM?	**07**
Q.2	**(a)**	Explain how you can work with low inventory, without compromising on product availability.	**07**
	(b)	Write short notes on : a. Cross Docking b. RFID	**07**
		OR	
	(b)	Identify the major obstacles to effective coordination in a supply chain. Suggest some strategies to overcome these obstacles.	**07**
Q.3	**(a)**	"In the era of outsourcing, third party logistics can add value to existing supply chains." Explain this statement with examples.	**07**
	(b)	Explain the process view and cycle view of supply chains, by taking automobile industry as an example.	**07**
		OR	
Q.3	**(a)**	What are various costs associated with Inventory? Discus what is MRP?	**07**
	(b)	Identify three key supply chain decision phases & explain their significance.	**07**
Q.4	**(a)**	What are the advantages and limitation of centralized purchasing in comparison to decentralized purchasing for a chain of fast- food restaurant you suggest & why?	**07**
	(b)	"A good aggregate planning is done in collaboration with other supply chain partners". Comment.	**07**
		OR	
Q.4	**(a)**	What is meant by Agile Supply Chain? Describe how the Indian companies achieve strategic fit between supply chain strategy and competitive strategy in this era of globalization.	**07**
	(b)	What are the options available to improve the profitability of a supply chain by managing the supply of products?	**07**
Q.5	**(a)**	Define SCM integration and discuss the four stages of Steven's model of supply chain integration. Also, describe the strategies involved in SCM integration.	**07**
	(b)	Discuss the role of Information Technology in managing the supply chain of	**07**

an organized retailer.

OR

Q.5	**(a)**	Explain in detail how transportation economics is influenced by the following factors a) Handling b) Distance c) Volume d) Density.	**07**
	(b)	Differentiate between SCM v/s CRM.	**07**

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