

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 • EXAMINATION – SUMMER 2019

Subject Code: 3549288

Date: 03/05/2019

Subject Name: SUPPLY CHAIN MANAGEMENT

Time: 10:30 AM To 01:30 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 Explain the following terms: **14**
(a) Barcode
(b) Lean SCM
(c) Virtual Corporation
(d) E-Retailing
(e) Third Party Logistics
(f) Agile SCM
(g) Air Cargo

Q.2 (a) What are the four types of supply chain uncertainties? Explain in brief. **07**
(b) Explain Quantitative V/s Qualitative Methods of demand forecasting with suitable examples. **07**

OR

(b) Explain “Make To Stock” (MTS), “Make To Order” (MTO) and “Configure To Order” (CTO) with suitable Examples. **07**

Q.3 (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) Compare and contrast issues involved in vehicle routing in the following applications: **07**
1. Cab Rental Services
2. Food Delivery company

OR

Q.3 (a) Why one wants to design different material flow systems for fast- and slow-moving items? **07**
(b) Why does the fashion industry offer markdown pricing during the end of the season? Justify your answer with suitable examples. **07**

Q.4 (a) What is the bullwhip effect and what are the main causes of bullwhip effect? **07**

- (b) Parle has decided to increase its reach in rural areas. What are the implications of this decision for the department that manages the supply chain for Parle products? 07

OR

- Q.4 (a) Define the term Agile supply chain. How Agile supply chain different from the traditional supply chain? 07
- (b) “Unlike internal supply chain integration, external supply chain integration is inherently more difficult in nature”. Discuss. 07

Q.5

99-Color Campaign by TVS Motors

TVS Motors, a two-wheeler manufacturing company, has been offering the Scooty range of Two-wheelers for the young generation. TVS, in its market research, found that color is the prominent way of self-expression among women consumers. Based on this finding, TVS recently introduced the 99-Color Campaign in selected cities with the intention of attracting young women. The customer can choose from the range of 99 shades, available for premium of Rs. 1000-1900/-. Offering 99 shades can be a supply chain nightmare. TVS has come-up with an innovative way of managing such a wide variety of offering. TVS stock unpainted panels at the retail outlet. This unpainted panels are sent to Asian Paints who return the panel, painted in color chosen by customer, to the retail outlet within 24 hours. So TVS can manage product delivery in 48 hours without worrying about the large amount of finished stock at the retail outlet.

- (a) Explain the SCM strategy of TVS Motors 07
- (b) Do you think by taking premium of Rs.1000-1900/- would have covered the transportation cost from TVS to Asian Paints and back? Suggest how this cost can be managed effectively. 07

OR

- Q.5 (a) Explain the SCM Strategy of Asian Paints would be in above case. 07
- (b) Suggest how can TVS motors can offer the 99-color campaign to entire India rather than selected cities. Also explain the relative changes required to be made for this change in existing SCM. 07
