

CBCS SCHEME



16/17MBAMM306

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Third Semester MBA Degree Examination, Dec.2018/Jan.2019 Supply Chain Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

- 1 a. Mention the three important flows in top Supply Chain (SC). (02 Marks)
- b. What are the Major drivers of supply chain management? Explain any three drivers. (06 Marks)
- c. Explain the cycle view of a supply chain. (08 Marks)
- 2 a. What is Package Carrier? (02 Marks)
- b. What are the different modes of transportation available in the SC? Explain any 3 modes. (06 Marks)
- c. Explain the different Design Options for a distribution network. (08 Marks)
- 3 a. What are the functions of Inventory? (02 Marks)
- b. Explain the different types of Inventory. (06 Marks)
- c. Explain the concept of EOQ and its Assumptions. (08 Marks)
- 4 a. Mention the different types of stores. (02 Marks)
- b. What are the functions of stores. (06 Marks)
- c. Write short note on : (08 Marks)
 - i) JIT
 - ii) KANBAN.
- 5 a. What is Logistics? (02 Marks)
- b. What is STOCKOUT? What are the possible outcomes from a stockout? (06 Marks)
- c. What is 'BULLWHIP EFFECT' in logistics? How to short circuit it? (08 Marks)
- 6 a. Mention the characteristics of useful SC information. (02 Marks)
- b. What are the uses of information in a SC? (06 Marks)
- c. What is "Benchmarking"? What are the reasons to Benchmark? (08 Marks)
- 7 a. What is Intermodal transportation? (02 Marks)
- b. What are the Design options for a transportation Network? (06 Marks)
- c. Explain the Decision phases of a supply chain. (08 Marks)



8

Compulsory**HUL's SHAKTI INITIATIVE**

A significant part of India lives in rural areas not well connected by road. Hence, most FMCG companies have not been able to penetrate these rural areas. HUL has launched a new initiative called project "SHAKTI" to increase its penetration in rural areas in a cost effective manner. HUL has partnered with Self Help Group (SHG's) to extend its reach to rural areas, particularly these areas where there are no established HUL distribution networks because of lack of connectivity. A Shakti dealer is a member of on SHG, who works as direct to consumer HUL distributor selling primarily to villages in her neighborhood. The business objectives of this initiative are to extend HUL's reach in to untapped markets and to develop its brand through local influences. In the process. HUL also provides sustainable livelihood opportunities to under privileged rural woman.

Questions :

- a. Justify the business objectives of the initiative to extend HUL's reach in to untapped markets. (08 Marks)
- b. What are the implications of this decision for the development that manages the supply chain for HUL products. (08 Marks)
