

CBCS Scheme



16MBAMM306

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Third Semester MBA Degree Examination, Dec.2017/Jan.2018

Supply Chain Management

Time: 3 hrs.

Max. Marks:80

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

- 1 a. What do you mean by supply chain management? (02 Marks)
b. Explain about the decision phase in SCM. (06 Marks)
c. Explain the key issues in SCM. (08 Marks)
- 2 a. What do you mean by push and pull strategy of SCM? (02 Marks)
b. Explain about tailored transportation. What are the factors affecting tailoring? (06 Marks)
c. What is the role of distribution in SCM? (08 Marks)
- 3 a. What is EOQ? (02 Marks)
b. Explain the various costs associated with inventory. (06 Marks)
c. What is lead time? How to reduce lead time in organization? (08 Marks)
- 4 a. What is drop shipping? (02 Marks)
b. Explain the factors that cause bullwhip effect. (06 Marks)
c. Elaborate the steps for the classification of items in ABC analysis. (08 Marks)
- 5 a. What is SDE analysis? (02 Marks)
b. Explain the importance of demand forecasting. (06 Marks)
c. Describe the macro and micro dimension of logistics. (08 Marks)
- 6 a. Write about inbound logistics. (02 Marks)
b. Describe the purchasing policies. (06 Marks)
c. Write about the criteria for evaluation in vendor rating. (08 Marks)
- 7 a. What are the functions of warehousing? (02 Marks)
b. Explain about CPFR in detail. (06 Marks)
c. Explain the role of IT in supply chain management. (08 Marks)

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CASE STUDY:

The US \$2 billion MBS group had a spare parts distribution business that supplied spare parts to a number of automobile manufacturers in India. During the mid-nineties, the company planned to expand its spare parts business. However, the huge potential and opportunities in third party logistics made MBS open its logistics division, MBS logistics in 1997.

MBS logistics initially provided the warehousing facility to its clients, but expanded rapidly to provide inbound and outbound logistics to Indian automobile manufacturers such as Ashok Leyland, TVS Suzuki etc.

Questions:

- a. The MBS group separated its logistics division as a wholly new subsidiary in 1997 to start a global supply chain. Discuss the reasons behind the step taken by the company? (04 Marks)
- b. Suggest the logistic model to be followed by MBS. (04 Marks)
- c. What are the challenges in inbound and outbound logistics? (04 Marks)
- d. Mention about the distribution network in practice. (04 Marks)

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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.