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18MBAMM306

Third Semester MBA Degree Examination, Jan./Feb. 2021 Supply Chain Management

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

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|----------|--|-------------------|
| 1 | a. Mention the major drivers of Supply Chain Management. | (03 Marks) |
| | b. Discuss the Push/Pull view in the supply chain process view. | (07 Marks) |
| | c. Explain the three decision phases of a supply chain. | (10 Marks) |
| 2 | a. What is Outpost Facility? Give an example. | (03 Marks) |
| | b. Discuss the Role of Transportation in the supply chain. | (07 Marks) |
| | c. Evaluate the different design options for a distribution Network. | (10 Marks) |
| 3 | a. Mention the Transportation Related Service Elements. | (03 Marks) |
| | b. Discuss the Design Options for a transportation Network. | (07 Marks) |
| | c. What modes of transportation are best suited for large, low-value shipments? Why? | (10 Marks) |
| 4 | a. Define the term Inventory. | (03 Marks) |
| | b. Discuss the different types of Inventory. | (07 Marks) |
| | c. Explain the concept of EOQ [Economic Order Quantity]. | (10 Marks) |
| 5 | a. Differentiate between Centralized and Decentralized Purchasing. | (03 Marks) |
| | b. What is JIT? Compare JIT System with traditional system. | (07 Marks) |
| | c. Explain the concept of "Benchmarking". | (10 Marks) |
| 6 | a. What is Business Logistics? | (03 Marks) |
| | b. Explain the different approaches to analyze Logistic System. | (07 Marks) |
| | c. What is "Bullwhip Effect"? How to short circuit its effect. | (10 Marks) |
| 7 | a. What is Supplier Relationship Management? | (03 Marks) |
| | b. Discuss the Role of IT in supply chain. | (07 Marks) |
| | c. Explain the supply chain IT frame work. | (10 Marks) |



8 CASE STUDY [Compulsory]

Shared Logistics between ECR Participants

To understand what ECR companies are doing, let us take a look at the argument Nestle and J and J have worked out at Delhi, a transit point for products leaving Nestlé's Manufacturing plant in Moga, Punjab of late, common transporter, Transport Corporation of India (TCI's) trucks leaving Delhi with goods meant for Nestle's distribution in Mumbai come back loaded with Johnson and Johnson (J&J) labels for the Delhi Market such tie UPS for backhaul facilities could result in 5-10 percent savings in the transport costs, besides cutting down transit time. If warehouses are consolidated across companies then even deliveries could be shared leading to further savings. These "backhaul" kind of arrangements normally consist of a shared transporters.

HUL, J&J and Nestle are further working forwards drawing up a common format for data exchange between 200 odd manufactures, 30,000 distributors, and thousands of Clearing and Forwarding Agents (C&FA's), wholesales, and 12 million retailers, all of whom together makeup India's huge and complex supply chain.

Questions :

- a. Enabling technologies are required in ECR (Efficient Consumer Response) networks for communication of accurate and timely information between trading partners. Discuss. (10 Marks)
- b. Discuss the functions and sub-function in which ECR should be worked out on a priority basis in a typical FMCG company? (10 Marks)

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