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SEAT No. :

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M.B.A.

SUPPLY CHAIN MANAGEMENT SPECIALIZATION

403: Strategic Supply Chain Management

(2013 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer five questions.*
- 2) *All question carry equal marks.*

Q1) Explain the sustainable competitive advantage through supply chain.

OR

Discuss the supply chain strategy and its objectives.

Q2) What is the concept of strategic fit? Explain the steps in achieving strategic fit.

OR

Write short notes on (any two)

- a) Impact of customer needs in SC strategy.
- b) Impact of uncertainty in SC strategy.
- c) Multiple products in SC strategy.

Q3) Explain minimise local cost perspective and minimise functional cost perspective for expanding strategic scope for SC.

OR

Explain maximise company profit perspective and SC surplus perspective.

Q4) Discuss collaborative advantages and framework for strategic alliances for SC strategies.

OR

Write short notes on (any two):

- a) 3 PL and 4 PL
- b) Merits and demerits of outsourcing.
- c) Prerequisites and Implementation issues.

P.T.O.

Q5) Explain supply chain challenges and strategies for the future.

OR

“Mass customisation, Globalisation and Ethical supply chain are the strategies for supply chain management” Justify the statement.

