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MBA 4th Semester Examination

Supply Chain Management (N.S.)

MBA-403

Time : 3 Hours   **Max. Marks : 60**

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION - A

Short Note Type Questions (Compulsory)

1.   CRM

2.   Inbound Logistics

3.   3PL

4.   EOQ

5.   JIT

6.   Value Chain

7.   Stock out

8.   Kanban

9.   Decentralise purchase

10. Vendor Rating   (2×10=20)

SECTION - B

Short Answer Type Questions (Attempt Any Four)

11. Discuss the various issues in supply chain management.

12. Differentiate between 'logistics' and 'supply chain management'.

13. Define the terms Logistics strategy and strategic Logistics. Discuss how logistics impacts the various business processes in an enterprise.

14. Consider the supply chain involved when a customer purchases a book at a bookstore. Identify cycles in this supply chain and the location of the push/pull boundary.

15. Explain why, for the same inventory level, a revenue-sharing contract results in lower sales effort from the retailer than if the retailer has paid for the product and is responsible for all remaining inventory.

16. Why do you think assembly in the consumer electronics industry is performed by third parties, whereas assembly in the auto industry is almost never outsourced?   (4×5=20)

SECTION - C

Essay Note Type Questions (Attempt any Two)

17. Define logistics. How is logistics used for gaining competitive advantage? Explain with examples.

18. What are some factors that influence implied uncertainty? How does the implied uncertainty differ between an integrated steel mill that measures lead times in months and requires large orders and a steel service center that promises 24-hour lead times and sells orders of any size?

19. Consider a supermarket deciding on the size of its replenishment order from Proctor & Gamble. What costs should it take into account when making this decision? The manager at the supermarket wants to decrease the lot size without increasing the costs he incurs. What actions can he take to achieve his objective?

20. What processes within each macro process are best suited to being enabled by IT? What processes are least suited? Identify a few examples of when the availability of real time information has been used to improve supply chain performance.

                 (2×10=20)