	Utech
Name:	<u>A</u>
Roll No.:	In Spanie (VE) marketing and Excellent
Invigilator's Signature :	

CS / MMA / SEM-3 / MMARM-310 /2010-11 2010-11

SUPPLY CHAIN MANAGEMENT

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

- 1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) Value chain consists of
 - a) valuable & important activities
 - b) wholesale & retail activities
 - c) primary & supporting activities
 - d) none of these.

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ii) Logistics is

- a) the management of the entire supply chain, from production to the delivery of product to the consumer
- b) the management of the production aspects of the supply chain
- c) the management of that part of the supply chain that deals with moving goods from the retailer to the consumer
- d) the management of that part of the supply chain that deals with moving goods from the wholesaler to the retailer.

iii) Which of the following statement is true?

- a) Pull processes are initiated in anticipation of customer order
- b) Push process are initiated by customer order
- c) Pull processes are initiated by customer order

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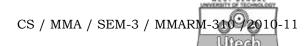
d) None of these.

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- iv) In Vendor Managed Inventory
 - a) the inventory is owned by the Retailer and the premises where the inventory is kept is owned by the Vendor
 - b) the inventory is owned by the Retailer and the premises where the inventory is kept is owned by the Retailer
 - c) the inventory is owned by the Vendor and the premises where the inventory is kept is owned by the Vendor
 - d) the inventory is owned by the Vendor and the premises where the inventory is kept is owned by the Retailer.
- v) The typical aim of the push approach to supply chain management is
 - a) to reduce costs of distribution
 - b) to enhance product and service quality
 - c) to reduce costs of new product development
 - d) both (a) and (c).

- vi) Which of the following is not a barrier to supply-chain management?
 - a) Regulatory and political considerations
 - b) Reluctance to share, or use, relevant data
 - c) Incompatible corporate cultures
 - d) Cost of the product.
- vii) The downstream supply chain is
 - a) exclusively inside an organization
 - b) involved with procurement of material from suppliers
 - c) the distribution of products or delivery of services to customers
 - d) none of these.
- viii) What is the most important objective of Inventory management?
 - a) Reduce the Inventory carrying cost
 - b) Increase the availability of input materials
 - c) Reduce the cost of purchase
 - d) Optimize the inventory carrying cost with adequate availability of input material.

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- ix) An appropriate strategy to optimise the productivity of retail space and inventory is
 - a) efficient replacement
 - b) efficient store assortments
 - c) integrate this activity is integrated into all supply chain planning
 - d) revision of organisation processes supported by information systems.
- x) Which of the following statement is true?
 - a) Transportation has impact only on the responsiveness of the supply chain
 - Transportation has impact only on the efficiency of the supply chain
 - c) Transportation has impact on the responsiveness and the efficiency of the supply chain
 - d) None of these.

GROUP - B

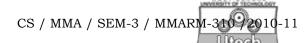
(Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$

2. How do you define Vendor-Managed Inventory system?

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- 3. Define the concept of Supply Chain Network. How is it represented diagrammatically?
- 4. State the various components of the Physical distribution system.
- 5. Write down the role of IT in supply chain.
- 6. State the benefits and risks of outsourcing.

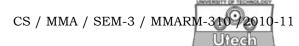
GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 7. a) Discuss the importance of supply chain management for a business enterprise.
 - b) Briefly explain the process view of a supply chain.
 - c) Distinguish between logistics management and supply chain management. 4 + 8 + 3
- 8. a) Distinguish between sourcing and purchasing.
 - b) Discuss the sourcing decisions in supply chain management.
 - c) Discuss the supplier / vendor selection criteria. Give example. 3 + 5 + 7

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- 9. a) State the purpose of forecasting.
 - b) Discuss the different steps in the approach to demand forecasting.
 - c) Explain any one method of demand forecasting.

3 + 6 + 6

- 10. a) Enumerate the key elements of Warehouse Management System.
 - b) "Transportation Management System is a logistics tools used to improve management of firms transportation processes both inbound and outbound'. Comment.

8 + 7

11. Write short notes on any three:

 3×5

- a) TQM
- b) *E*-procurement
- c) CPFR
- d) Third-party logistics
- e) Quantity Discount Model.

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