

VPM's DR VN BRIMS, Thane Programme: MMS (2021-23) Third Semester Regular Examination February 2023				
Course Name: Supply Chain Management		Course Code	MMS-OP-304	
Roll No.		Marks	60	
Total No. of Questions		6	Duration	3 Hours
Total No. of printed pages			Date	08-02-2023
Course Outcome Statements: CO1: Recall basic concepts of supply chain management for business improvement. CO2: Associate the concepts of supply chain management and connect with business scenarios. CO3: Apply basic principles of supply chain management for streamlining business processes. CO4: Analyse the performance of supply chain for all the stakeholders of the business. CO5: Evaluate supply chain networks and optimize solutions to have competitive edge in management.				
Instructions: -			Marks	BL
Q. No 1 (All Questions are Compulsory)				CO
Q. No.		Questions		
Q. 1		Case/Case-let Study (500-800 words)		
	a.	A company that produces and distributes electrical equipment in US faces distribution problem. The current distribution system partitions US in to two markets, each of which has single warehouse. Customers typically retailers receive items directly from warehouses. The warehouses receive items from manufacturing facility. The current distribution strategy provides 96 percent service level. Since the original distribution system was designed 8 years ago, Company's newly appointed CEO has decided to review current logistics, supply chain and distribution system. Newly appointed CEO decided to replace two warehouses with single warehouse and proposed centralized distribution system. Categorize the advantages and disadvantages of both systems- Existing system with two different warehouse and newly suggested system consisting of single central warehouse.	6	Level 4 CO4
	b.	Newly appointed CEO decided to replace two warehouses with single warehouse and proposed centralized distribution system based on review and analysis of both the systems. Evaluate the reasons and parameters based on which CEO might have concluded this decision.	6	Level 5 CO5
Q. 2		Answer Any one from the following.		
	a.	There are several design options for distribution networks such as drop shipping, In-transit merge networks, distributor storage with carrier delivery, last mile delivery, distributor storage with customer pick up etc. Decide Which option will you use under following scenario? Justify? a) High variety, high value items with low and	6	Level 5 CO5

		unpredictable demand.			
	b.	Which option will you use under following scenario? Justify? Inventory is not held by the manufacturers, but is held by distributor/retailer in intermediate warehouses. Package carriers are used to transport items from the retailer to the customer. Higher inventory capacity is needed than the manufacturer, since demand uncertainty is aggregated at a lower level!	6	Level 5	CO5
Q. 3		Answer Any one from the following.			
	a.	FMCG company wish to analyse the performance of its supply chain. Design the criteria for them. Design the criteria and analyse its significance.	6	Level 4	CO4
	b.	Ecommerce company wish to analyse the performance of its supply chain. Design the criteria and analyse its significance.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	What will be the impact of following customer needs on demand uncertainty- 1. Lead time decreases 2. Rane of quantity required increases 3. Variety of products required increases	6	Level 3	CO3
	b.	Identify the appropriate application of any three Inco-terms with examples.	6	Level 3	CO3
	c.	Identify the appropriate Identify appropriate applications of different types of containers used in Logistics	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	What is SCOR Model? Explain different stages of the Model in details.	6	Level 2	CO2
	b.	Explain the process of LOC and PBG in details	6	Level 2	CO2
	c.	Explain- steps involved in E-tendering process	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	List different documents required for Exports. Explain any four documents in details.	6	Level 1	CO1
	b.	A firm has lead time of 6 days and Consumption rate of 20 items per day. Safety stock level is 10. Calculate Re-order level	6	Level 1	CO1
	c.	Write a note on 'Bullwhip Effect'	6	Level 1	CO1