

~~Advanced MMS-III (Operations)~~

ASCM 03

28.10.2013

Roll No. Advanced Supply Chain

Total No. of Printed Pages: 2

Total No. of Questions : 7 Mgmt.

Maximum Marks : 60

Duration (hrs.) : 3 Hours

Note : Q 1 is compulsory and attempts any for from remaining. Q 1 carries 20 marks and remaining 10 marks each. From remaining, attempt two out of three sub questions.

Q 1) Describe Supply chain management as an important management process of an organization in terms of information flow. Describe how this is used in large chain of super markets covering 200 sq.km of area.

Q2) Consider the supply chain for a Public works department owned by Government Main purpose is purchase materials and supply same at project locations.

- a) Draw the supply chain network and identify components of the supply chain.
- b) Identify and state involvement of different organizations in the supply chain.
- c) Identify the role of contractors/subcontractors working for the projects.

Q 3) Information technology is in integrated supply chain management used for effective communication. How following things are controlled in following work?

- a) Vendors for supplying input materials for production
- B) Production controlled by Push /Pull marketing situations
- C) Logistics management

Q 4) Describe following risk related things in SCM.

- a) Effect of uncertainty in demand
- b) Risk pooling
- c) Economic lot size model and base stock

Q 5) a) What are the advantages of outsourcing?

- b) Explain role of SCM in Lean manufacturing
- c) Discuss advantages of VMI, Vendor driven inventory

Q6) Write note on:

a) Centralised and decentralized systems

b) 3PL

c) Collaborative Planning Forecasting Replenishment (CPFR)

Q 7) a) Explain advantages of Strategic Alliances in SCM?

b) Distribution integration

c) Explain Information driven distribution system.