

MMS-III (Operations)

ASCM 03

22-10-2012

Advanced Supply Chain Management

Roll No:

Total No printed pages: 02

Total no of questions: 7

Maximum marks: 60

Duration-Hrs: 3 hrs

SECTIONS: Nil

Note: Attempt any five questions. All questions carry equal marks.

Q 1) what is Supply chain management? Describe how this is used in large chain of super markets.

Q2) Consider the supply chain for an automobile or a retail organization.

a) Draw the supply chain and identify components of the supply chain.

b) Identify and state involvement of different organizations in the supply chain.

Q 3) Explain the use of technology in integrated supply chain management. Describe advantages of ISCM over simple SCM.

Q 4) Describe the role of distribution in the supply chain and factors influencing distribution network design. Draw distribution network for an engineering manufacturing company having several plants, stores and warehouses.

Q 5) Explain the role of Information in Effective forecasting, for the coordination of systems, locating desired products and in Lead time reduction.

Q6) Write note on:

a) Bullwhip effect

b) Push-Pull systems

c) Collaborative Planning Forecasting Replenishment (CPFR)

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Q 7) why do we need Strategic Alliances in SCM? Explain this with reference to Third party / fourth party logistics and Retailer supplier partnership (RSP)

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