

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGP (2014-15)**  
**Second Semester Examination July 2015 (Operations)**

<b>Supply Chain Management</b>			
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>18-07-2015</b>

**Instructions:-**

- 1) **Q.1 is Compulsory ( Case Study)**
- 2) **You can attempt any four questions from the rest of the question paper**
- 3) **Q.1 carries 20 marks , all other questions carries 10 marks each**

**Q.1)** You are the Chief Executive Officer of a hardware retailer with 217 retail outlets across the country (NZ). You recognise that your business lacks a clear supply chain strategy, including whether it is better to supply to the company's retail network via a centralised Distribution Centre (DC) and/or rather via direct store deliveries (DSD).

- Firstly, you want to create a new role within your organisation, General Manager-Supply Chain.

- Prepare a board paper that can be used to explain to others on the company board how the position will support & add value to the organisation.

-Discuss what supply chain management is and how it will be applied in the context of your organisation.

Also prepare a position description detailing: key accountabilities; objectives of each key accountability; and, means of achieving objectives. Present your position description in a tabular format. Finally conclude your Board report with a project methodology for one of the new GM's initial projects – “Establishing the optimum supply model”

Q.2) Procurement Management – **(Attempt any two of the following)**

- a) Explain JIT system with its elements and benefits
- b) Explain VMI system with its elements and benefits
- c) Elaborate on MRP (Materials Requirements Planning)

Q.3) Performance Measurement – **(Attempt any two of the following)**

- a) Explain in detail - Benchmarking and its concept
- b) SCOR Model and its advantages
- c) Balance SCOR card model and its advantages

Q.4) International Issues in Supply Chain – **(Attempt any two of the following)**

- a) Explain in detail factors influencing International Supply Chain
- b) Challenges in International Supply Chain
- c) Give example of any MNC having International Supply Chain and elaborate

Q.5) Ethical Issues in Supply Chain – **(Attempt any two of the following)**

- a) What are ethical issues related to Supply Chain?
- b) Give an example of ethical issue in Indian Supply Chain
- c) Explain major steps taken to overcome ethical issues in Supply Chain

**Q.6) Strategic Alliances – (Attempt any two of the following)**

- a) What are 3PL/4PL, Advantages and disadvantages of 3PL, 3PL issues and requirements?
- b) Explain Distribution Integration, Types of and issues in Distribution Integration
- c) Explain framework for strategic alliances

**Q.7) Lean Manufacturing – (Attempt any two of the following)**

- a) Explain Lean Manufacturing and its principles?
- b) What are different techniques used in Lean Manufacturing?
- c) Explain Mass customization and its advantages?