Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME) – SEMESTER (4) – EXAMINATION – SUMMER 2018

Subject Code: 2831102   **Date:04/05/2018**

Subject Name: Supply Chain and Logistics Management

Time: 02.30 PM to 5.30 PM   **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q1 . Short questions   **14**

      a. Cross Docking
      b. Third party logistics
      c. SRM (Supplier relationship Management)
      d. Safety Inventory
      e. Push Versus Pull
      f. RFID (Radio Frequency Identification)
      g. ERP (Enterprise Resource Planning)

Q2 (a) what is Supply Chain Management (SCM). Explain the objectives of Supply Chain Management for an organization?   **07**

  (b) What does a company need to do to achieve all important strategic fit between the supply chain and competitive strategies?   **07**

OR

  (b) In what way do supply chain flows affect the success or failure of a firm like Amazon? List two supply chain decisions that have a significant impact on supply chain profitability.   **07**

Q3. (a) Explain the basic approaches of demand forecasting in supply chain management?   **07**

  (b) Motorola has gone from manufacturing all its cell phones in-house to almost completely outsourcing the manufacturing. What are the pros and cons of the two approaches?   **07**
OR

  (a) What are the drivers of Supply Chain Management Performance?   **07**

  (b) Consider a supermarket deciding on the size of its replenishment order from Proctor & Gamble. What costs should it take into account when making this decision?   **07**

Q4. (a) Explain the mode of transportation and their performance characteristics?   **07**

(b) What factors lead Wal-Mart to own its trucks although many retailers outsource all their transportation?   **07**

<div align="center">**OR**</div>

(a) Explain the key processes of customer relationship management (CRM) in the supply chain management?   **07**

(b) Explain the lack of co-ordination in supply chain with the help of Bull-Whip Effect?

07

Q5. Case Study   **14**

AMAZON.COM: AN E-BUSINESS

Amazon.com sells books, music, and other items over the Internet and is one of the pioneers of consumer e-business. Amazon, based in Seattle, started by filling all orders using books purchased from a distributor in response to customer orders. This practice differs from that of a traditional bookstore, which usually purchases directly from publishers and stocks books in anticipation of customer orders. Today, Amazon has six warehouses where it holds inventory. Amazon stocks best-selling books, though it still gets other titles from distributors or publishers. It uses the U.S. Postal Service and other package carriers such as UPS and FedEx to send books to customers. Amazon has continued to expand the set of products that it sells online. Besides books and music, Amazon has added many product categories such as toys, apparel, electronics, jewelry, and shoes. After several years of losses, Amazon has been profitable since 2003.

Several brick-and-mortar players including traditional booksellers such as Borders and Barnes & Noble have also started selling using the Internet channel. Barnes & Noble has set up Barnes&Noble.com as a separate company, whereas Borders uses Amazon to fulfill its online orders after initially trying to operate an online business. In the case of Barnes & Noble, the retail store and the online supply chains share warehousing and transportation to some extent. This is a departure from the company's original strategy, when Barnes&Noble.com was not visible in any Barnes & Noble bookstore.

Several questions arise concerning how Amazon is structured and how traditional booksellers have responded:

1. Why is Amazon building more warehouses as it grows? How many warehouses should it have and where should they be located?   **07**
2. What advantages does selling books via the Internet provide over a traditional bookstore? Are there any disadvantages to selling via the Internet?   **07**

<div align="center">**OR**</div>

1. What advantage can brick-and-mortar players derive from setting up an online channel? How should they use the two channels to gain maximum advantage?   **07**
2. For what products does thee-commerce channel offer the greatest advantage? What characterizes these products?   **07**

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