

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

Subject Code: 2840005

Date: 25/05/2018

Subject Name: Supply Chain Management (SCM)

Time: 02:30 PM To 05:30 PM

Total Marks: 70

Instructions:

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

Q.1 (a) Choose the correct answer

6

In the context of SCM, the full form of 3PL will be _____

1.

A. Third Provider of Lean	B. Third Party Lean
C. Third Party Logistics	D. Product, Price, Promotion and Logistics

2. On which of the following basis, VED analysis for inventory is carried out?

A. Cost of inventory	B. Value of inventory
C. Essentiality of inventory	D. Shortage of inventory

3. In normal scenario, the information flow

A. Opposite to Product	B. Parallel to product
C. Independent from product	D. None of these

4. In the context of Agile supply chain, which of the following is not true?

A. It can't handle supply chain irregularities	B. It is not responsive
C. It doesn't deal with Demand uncertainty	D. None of these

5. Which of the following will be preferred mode of transportation for Supplying electronic Items from Japan to India?

A. Rail	B. Road
C. Air	D. Pipeline

6. Decomposition of Time series data, in case of demand forecasting, includes

A. Trend	B. Seasonality
C. Level of pattern	D. All of the above

Q.1 (b) Explain the following terms in brief

04

- 1) Cross Docking
- 2) Backorder Cost
- 3) Outsourcing
- 4) Inbound logistics

Q.1 (c) Explain in detail "Make V/s Buy Decision"

04

- Q.2** (a) What is Order Delivery Lead Time and Decoupling point? Explain any two types of Supply Chains, characterized by decoupling point. **07**
- (b) What is cost of transportation? Which are the drivers of transportation costs? Explain in details. **07**

OR

- (b) Reliance Industries forecasted that they will process 120000 barrels of crude oil next year at patalganga plant. The average price of crude oil is \$ 46 per barrel. Assuming cost of holding to be 5% of price and ordering cost of \$ 7 per order, calculate Economic Order Quantity. If it takes 1 week to pipe crude oil from Russia to Reliance patalganga plant, what would be safety stock to keep (In barrels)? **07**

- Q.3** (a) Compare and contrast : Lean, Agile and Legile Supply Chain **07**
- (b) FreeShopping is planning to open Three new departmental stores in Rajkot. The company conducted a research to identify the problems of existing departmental stores. They found that the theft is a major issue, blocking profitability of the departmental stores. Can applying RFID be one of the solution for the above issue? Explain RFID in detail. **07**

OR

- Q.3** (a) Explain in detail “Supply Chain Mapping with its three dimensions” **07**
- (b) Explain SCOR Model for E-Retail business like Snapdeal. **07**
- Q.4** (a) When do a market researcher prefer to use Qualitative forecasting method? Which are the various qualitative forecasting methods? Explain any two in details. **07**
- (b) Managing huge data across supply chain in an organization became challenging task now a days. In context of the above, address the requirement of DSS. **07**

OR

- Q.4** (a) Explain in detail “Matrix of Interdependence on Relationship between Organisation and Partners” for Supply Chain Integration. **07**
- (b) “If you can’t measure it, you can’t manage it” – A Chinese Proverb. In the modern world of management, brief the importance of Supply Chain Performance measurement by considering an example of industry of your choice. **07**

Q.5

Three management Graduates are poring over data that they have recently acquired, during their Comprehensive Projects, and want to incorporate it into their presentation next morning. They have been confused, when one of them calls Domino's and ordered for Pizzas for the group. The pizzas arrive in next 25 minutes exactly. While they take break and devour the pizzas, they wonder how Domino's manages to deliver pizzas within 30 minutes to almost each location of Ahmedabad even with traffic snarls, unfavorable road conditions in city and the unpredictability of the timing and quantity of the pizzas ordered.

Domino's in its effort to deal with such unpredictable variables, has set up outlets at 15 strategic locations across city. It plans its resources (raw material, equipment and human resource) in such a way that it can deliver on time to any location in Ahmedabad. Domino's business strategy to deliver delicious pizzas in 30 minutes is a reflection of commitment to bring up excitement into the lives of its customers.

As a part of team Domino's, response the followings:

1. What can be success factor of supply chain design of Domino's?
2. Describe supply chain strategy for Domino's.
3. What are the measures of performance for Supply Chain of Domino's?

OR

Q.5

Shital, a management graduate, is planning to buy her new laptop to carry out her project work. After making extensive research about the opinions of the friends and family members, she logged in to the Website of Dell Computers. Shital was not prepared for the range of the options that Dell offer her. Being not satisfied with the range, she customized the configuration her laptop in 20 Minutes. As she keyed the payment details, she realized that had she visited a store, it will have taken far more time.

Dell is famous for its ability to customize the product as per customer specifications at an optimum price. Every potential customer gets the message "Please proceed below to build your own system". The price will automatically updated as changes are made. Use the "Learn More" buttons to find the out more information about any components. When you have completed your selection, please scroll down to the end of the page and click continue.

Apart from basic system choice, it offers choices for operating systems, RAM, HDD capacity, graphics card capacity and many more. Finally the customer can choose from thousands of available configurations.

Considering the above, elaborate/response the followings:

- 1) How would Dell be able to offer such a wide array of choice?
- 2) What can be role of innovations in supply chain restructuring of Dell?
- 3) How would Dell tradeoff between innovation and price?
