

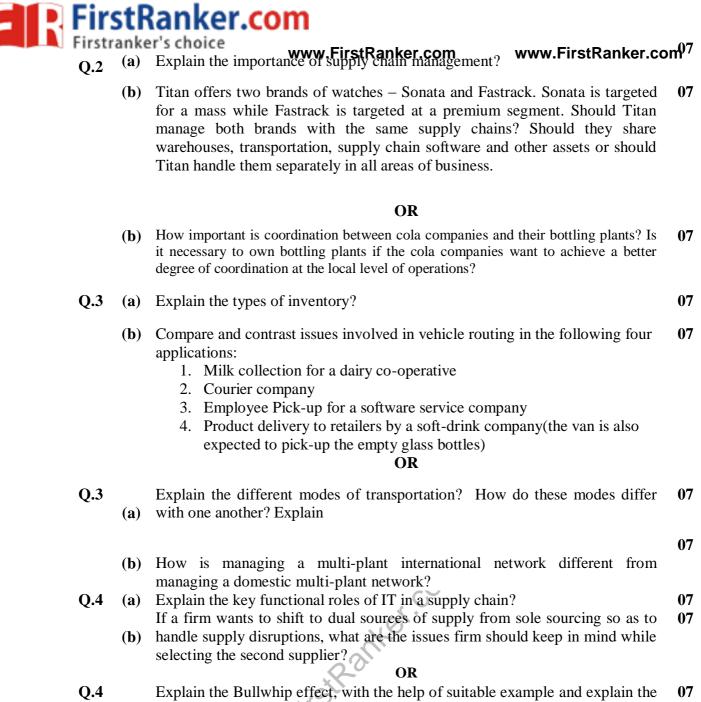
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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER (4) - EXAMINATION - WINTER 2016

	•	Code: 2840005		Date: 21/10/2016 Total Marks: 70			
Tim	-	Name: Supply Chain Mar 2:30 pm to 05:30 pm ns:					
	1. 2.	Attempt all questions. Make suitable assumptions whe Figures to the right indicate full					
Q.	Question Text and Option						
No.	MC	10			0.0		
Q.1 (a)	MC	Q			06		
(a)		encompasses all activities	s asso	ciated with transformation of goods from			
	the	<u> </u>		n the good and services reach end			
1.	cust	tomer?					
	A	Marketing	В	Retailing			
	C	Supply Chain Management	D	Wholesaling			
			iin pei	rformance measures fall under the			
	IOII A	owing four categories?	В	Costs, Products, Market, Transportation			
2.	A	Costs, Assets, Reliability, Flexibility	Б	Costs, Products, Market, Transportation			
	C	Product, Market, Price,	D	Price, Place, Product, Promotion			
	Č	Retailing	_	, , , , , , , , , , , , , , , , , , , ,			
	"Th		d costs	s associated with placing the order".			
3.		Which one of the following is not come under ordering cost?					
٦.	A	Administration cost		Transportation Cost			
	C	Receiving cost	D	Advertisement cost			
4		Bottleneck		ely low value products.			
4.	A C	Routine	B D	Strategic Leverage			
				n extension of the firm. The firm treats its			
				a supplier is assured of business for a			
5.		sonably long period of time.	,	11			
	A.	Portfolio approach	В	Collaborative relationship			
	C.	Reconfiguration	D	Integrative framework			
		<u> </u>		nore product variety is needed to satisfy			
6		growing range of customer taste	s and	requirements, then companies go			
6.	for_ A.	Higher level of outsourcing	В	Proliferation of product lines			
	C.	Globalization	D	Local manufacturing			
Q.1	(b)			2000 manufucturing	04		
C	(,,,	1. Cross Docking					
		2. Third party logistics					
		3. Order delivery lead tim	ne				
0.1		4. Tapered Integration					
Q.1	(c)	Explain the classification sche	me fo	r categorizing SKUs?	04		
		sum the classification selle					



prominent causes of bullwhip effect.

What kind of seasonality are you likely to see if you are in any of the

following fields

- 1. Retail chain in metropolitan area
- 2. ATM
- 3. Restaurant
- 4. Consumer Durable Products

Q.5 Case Study 14

Can Dell regain its market leader position from HP?

In 2006 however, Dell faced several problems. Many customers complained about long delays in supplies. Recall of Sony battery cells in its laptops brought undesirable media hype to the company. Increasing discontent of customers led to a slowdown in sales. Consequently, Dell lost its market leadership to Hewlett-Packard Co. (HP). Industry analysts felt that, with Dell's competitors also improving their supply chains and matching Dell's direct model, the company had been losing its competitive edge. Dell will

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Firstrankerhave to bear additional control of Dell will drop minimizing its cost advantage. Besides, profit margins of Dell will drop further since it will have to offer incentives to compete with HP in retail stores. Though Dell spruced up its product design and range but Apple is clearly far ahead of it. Many experts feel that such new initiatives will only distract Dell from its supply chain operations.

- Examine and analyze Dell's Direct model, its basic working, success and future challenges
- Typical Working of Dell's Supply Chain and future supply chain challenges
- Highlights Dell's evolving Supply Chain practices and strategy and steps being taken by it to recapture its lost market leader position

OR

Q.5 14 **Case Study**

> Indian Railways has a common pool of marketing officers who service all its clients, and it wants to explore the idea of creating a few industry verticals within marketing. It wants to create specific industry verticals only for those industries that will have significant business potential.

- Identifying a few strategic industries where Indian Railways has high business potential, suggest a methodology that can help the railways in identifying the right industry verticals.
- Will a firm like FedEx target similar verticals or should they look for a different set of verticals? Suggest two industries that will be good from FedEx's point of view.