

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER IV – • EXAMINATION – WINTER 2015

Subject Code: 2840005**Date: 01/12/2015****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) Describe the supply chain involved in making the bar of Lux international soap that you have just picked up from your nearby retail store? **07**
(b) Explain the evolution of supply chain management? With suitable examples? **07**
- Q.2** (a) HUL has decided to increase its reach in rural areas. What are the implications of this decision for the department that manages the supply chain for HUL products? **07**
(b) What are the advantages of moving from a Market to stock (MTS) model to configure to stock (CTO) model? **07**
- OR**
- (b) Why do some firms keep stocks close to the market while others keep stocks in the component form at their plants? How do these decisions affect their performance? **07**
- Q.3** (a) How important is coordination between coal company and their bottling plants? Is it necessary to own a bottling plant if the cola companies want to achieve a better degree of coordination at the local level of operations? **07**
(b) How can a firm reduce inventory in the organization? **07**
- OR**
- Q.3** (a) What is relationship between service levels and inventory levels? **07**
(b) What are the benefits of cross-docking? What are the difficulties in implementing cross-docking? **07**
- Q.4** (a) What is multimodal transportation? How does it benefit the firm? **07**
(b) How is managing a multi-plant international network different from managing a domestic multi-plant network? **07**
- OR**
- Q.4** (a) What is the role of forecasting in supply chain management? **07**
(b) What are the key functional roles of IT in a supply chain? **07**
- Q.5** (a) What are the greatest obstacles to implementing concepts of supply chain integration? **07**
(b) Why one wants to design different material flow systems for fast-and slow moving items? **07**
- OR**
- Q.5** (a) What are agile supply chains? How it is different from traditional supply chains? **07**
(b) Why firms offer different prices to different customers for the same unit of capacity? **07**
