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GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER– VII (New) EXAMINATION – WINTER 2019

Subject Code: 2172505

Date: 30/11/2019

Subject Name: Supply Chain Management

Time: 10:30 AM TO 01:00 PM

Total Marks: 70

Instructions:

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

		MARKS
Q.1	(a) Differentiate logically between “Logistics” and “Supply Chain”.	03
	(b) How need of SCM has been risen now?	04
	(c) With simple sketch explain any Seven generic types of supply chain.	07
Q.2	(a) What is supply chain strategy? What SCS should accomplish?	03
	(b) What are the key success factor for strategic partnership in SCM.	04
	(c) Explain given strategic decisions of supply chain in (i) Location Decision (ii) Production Decision (iii) Inventory Decision	07
OR		
	(c) With neat diagram describe FIVE major drivers of supply chain.	07
Q.3	(a) What are the specific feature of an ERP system?	03
	(b) Differentiate between SCM and ERP?	04
	(c) Explain SCOR model structure. Also describe “Pyramid of Four Levels” that represents road to Supply Chain Improvement.	07
OR		
Q.3	(a) Explain ABC analysis with reference to supply chain.	03
	(b) Describe any Four characteristics of agile supply chain.	04
	(c) What are the reasons for holding an Inventory? Explain terms (i) Safety Stock (ii) Service Level (iii) Lead Time with respect to Inventory Management.	07
Q.4	(a) “Effective Reverse Supply Chain Management leads to Green Supply Chain Management” Justify the statement.	03
	(b) Considering a case of “Mobile buy back” offer, explain functioning of reverse supply chain.	04
	(c) What do you mean by “TPL”? Also write pros & cons of TPL.	07
OR		
Q.4	(a) Explain collaboration at various stage in supply chain.	03
	(b) Give full form of “MCDM”. How mathematical model helps in transportation problems?	04
	(c) What abilities required for Supply Chain Integration? Explain any THREE Collaboration Enabling Tools and Techniques.	07
Q.5	(a) How CSRM boost up supplier wing?	03
	(b) With example explain how smart phones today had propogated revolution in procurement.	04
	(c) What is RFID? How it enhances effectiveness of I.T. when combines with GPS? State the benefits.	07
OR		
Q.5	(a) With regard of VMI explain how inventory ownership can be shifted.	03
	(b) Describe any two factors that effects efficiency of distribution network.	04
	(c) With the help of case study describe News Paper Supply Chain.	07
