

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VII (NEW) EXAMINATION – WINTER 2018****Subject Code: 2172505****Date: 03/12/2018****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
<b>Q.1</b>	(a) What is Supply Chain? Enlist the different types of management involved for smoothly running of Supply Chain.	<b>03</b>
	(b) Draw the Supply Chain network with various flows and net sketch.	<b>04</b>
	(c) Explain various strategic decisions carried out in a Supply chain.	<b>07</b>
<b>Q.2</b>	(a) Explain the difference between Traditional V/S SCM based outsourcing practices.	<b>03</b>
	(b) Enlist different 'generic type of supply chain'.	<b>04</b>
	(c) Explain the major drivers of Supply chain with neat sketch.	<b>07</b>
	<b>OR</b>	
	(c) Briefly explain different components of Supply Chain.	<b>07</b>
<b>Q.3</b>	(a) Explain the difference between warehouse and store with real examples.	<b>03</b>
	(b) Explain the term 'Bull Whip Effect'	<b>04</b>
	(c) Discuss the importance of Supply chain process industrial environment.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Define Agile supply chain.	<b>03</b>
	(b) Explain the difference between Supplier relationship management (SRM) and customer relationship management (CRM)	<b>04</b>
	(c) Explain the role of Information Technology in Supply Chain Management.	<b>07</b>
<b>Q.4</b>	(a) Write the Full Form of (i) ERP (ii) JIT and (iii) RFID	<b>03</b>
	(b) Explain the term "Third Party Logistics (TPL)"	<b>04</b>
	(c) Write short-note on "E- Commerce"	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Enlist various modes of transportation in supply chain.	<b>03</b>
	(b) Explain any three modes of transportation in supply chain with suitable examples.	<b>04</b>
	(c) Write short-note on "Bar coding Technology"	<b>07</b>
<b>Q.5</b>	(a) Draw the Reverse Supply Chain with various flow.	<b>03</b>
	(b) With suitable example explain Reverse Supply Chain.	<b>04</b>
	(c) Explain the case of Mumbai Tiffinwala practices.	<b>07</b>
	<b>OR</b>	
<b>Q.5</b>	(a) Briefly explain how the JIT helpful for SCM.	<b>03</b>
	(b) Enlist various issues of Reverse Supply Chain.	<b>04</b>
	(c) Explain the case of Newspaper supply chain practices.	<b>07</b>

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