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Total No. of Pages : 03

Total No. of Questions : 15

MBA (2016 to 2017) (Sem.-4)
SUPPLY CHAIN MANAGEMENT

Subject Code : MBA-945

M.Code : 71390

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.

SECTION-A

- Q1. What is supply chain management? Explain its importance.
- Q2. Write a short note on strategic fit.
- Q3. Compare deterministic and stochastic inventory models.
- Q4. Discuss push vs. pull systems.
- Q5. Discuss bullwhip effect in supply chain.
- Q6. What is role of IT in supply chain management?

SECTION-B**UNIT-I**

- Q7. What are supply chain decisions? Explain decision phases in supply chain.
- Q8. What are supply chain models? Explain supply chain networks in detail.



UNIT-II

- Q9. What is warehousing? Explain cross docking in detail.
- Q10. What is the role of facility decisions in supply chain management? Explain facility layout in detail.

UNIT-III

- Q11. Explain aggregate planning in detail.
- Q12. What is vendor managed inventory? Explain predictable variability in detail.

UNIT-IV

- Q13. What is strategic cost management in supply chains? Explain target pricing in detail.
- Q14. What is supply chain service level? Explain customer satisfaction in detail.

SECTION-C**Q15. CASE: INVENTORY MANAGEMENT AT THE ONSET OF ECONOMIC DEPRESSION IN INDIA**

The global economic depression stuck India in September-October, 2008. There was a slump in the demand due to depressed demand. Customers were not ready to spend. By now, US market had already witnessed a similar, but more aggressive economic downturn. During this time, the supply chain of Indian auto sector started getting choked with raw-material, work- in-progress inventory, and finished vehicles at different stages. Sources within a leading auto manufactures in India said *"It has been seen in the month of October (of year 2008) across the industry that unavailability of finance coupled with the high interest rate is forcing the customers to postpone purchases."*

Tata Motors understood it well that immediate steps must be taken to match demand with supply and avoid unnecessary build-up of inventories in the companies or with its dealers. Therefore, to tackle the slump in demand, it decided to shut down its Jamshedpur plant, which produces commercial vehicles. The process started initially for three days, starting from November 6 and again for 5 days, starting from November, 25. In its other plant at Pune, which has a strong well-trained workforce of 10,000, Tata Motors produces passenger cars like Indica, Indigo, Safari, and Sumo and also light, medium, and heavy vehicles. This plant was temporarily planned to stop production during November 21 to 26. Similarly, the Lucknow plant of Tata Motors manufactures a range of buses including low-floor CNG and high-capacity buses. This plant took a similar block closure from November 10 to November 15, 2008.



Other auto manufacturers were no way different. The Hinduja Group's Ashoka Leyland also started the pinch of high inventory due to slump in the market. It decided to bring down the manufacturing at its Chennai plant to just three days per week. Almost all manufacturing sectors in India went through this phase at that point of time.

Government suggestion to the industry was quite interesting. According to the then Finance Minister, Mr. P. Chidambaram, this situation was entirely manageable and within industry's control as he further said in an interview that cutting down the production by planned closure of manufacturing is a short-sighted approach. There is a need to stimulate the demand by cutting down the price and providing liquidity in the market.

Questions :

- a) Why did the Finance Minister advocate non-closure of manufacturing? Do you expect a cascading effect of economic depression due to planned closure?
- b) Other than planned closure of manufacturing units, what are the other ways to flush out supply chain inventory?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

