

Code: 14E00311

MBA III Semester Supplementary Examinations July 2016

**SUPPLY CHAIN MANAGEMENT**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 Briefly explain the logistics distribution system.  
**OR**
- 2 Critically evaluate the supply chain measures.
- 3 Briefly discuss the advantages of outsourcing with relevant examples.  
**OR**
- 4 Briefly explain the role of strategic sourcing in current vendor management system.
- 5 Briefly discuss the distribution strategies.  
**OR**
- 6 Briefly define the network design decisions by using decision trees.
- 7 Critically evaluate the role of inventory management in supply chain.  
**OR**
- 8 Briefly define the role of pricing and revenue management.
- 9 Define the guidelines for forecasting.  
**OR**
- 10 Briefly explain the role of IT in supply chain.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

Efficient consumer response (ECR) is an initiative launched in USA to bring together grocery distributors and their suppliers for benefit of end consumer. The total focus is on the complete chain of value delivery to the end, so that unnecessary costs can be squeezed. The ultimate goal of ECR in a consumer driven system in which suppliers and distributors work together the key area of function are a right product, right price, right quantity, right quality, right time, right place unit commitment at all levels the objective of value added to process any failure in the system, which leads for redesigning of a model in distribution networking.

**Questions:**

- (a) What reasons can be identified for failure of a model?
- (b) What measures to be adopted in value chain?

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