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Total No. of Pages : 01

Total No. of Questions : 08

M.Tech (ME)(2017 Batch) (Sem.-2,3)

**SUPPLY CHAIN MANAGEMENT**

Subject Code : MTME-212

Paper ID : [74988]

Time : 3 Hrs.

Max. Marks : 100

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE questions out of EIGHT questions.
2. Each question carries TWENTY marks.

- Q1 a) What is a supply chain? What are the drivers of supply chain performance? With a neat diagram, describe the framework for structuring drivers.
- b) Discuss the role of each supply chain drivers in creating strategic fit between the supply chain strategy and competitive strategy.
- Q2 a) Differentiate between a push-based supply chain and a pull-based supply chain.
- b) What is Supply chain planning? Explain briefly Strategic, operational and tactical planning.
- Q3 a) What do you mean by strategic alliances? Explain the factors which a firm should consider while entering into strategic alliances?
- b) Effective production planning and scheduling are core competences of competitive process supply chains. Discuss advantages of an effective production plan & scheduling.
- Q4 a) Write short note on 'managing economies of scale to exploit fixed costs'.
- b) Explain the modes of transportation and their performance characteristics?
- Q5 a) How is strategic fit achieved between the supply chain and competitive strategies? What are the obstacles to achieving strategic fit?
- b) Define reverse logistics. What are the common types of situations requiring reverse logistics?
- Q6 a) What do you mean by strategic cost management? Explain the importance of strategic cost management in supply chain management.
- b) Explain the purpose and benefits of supply chain integration.
- Q7 a) What are the types of inventory in a supply chain system? Explain the importance of inventory management in the supply chain of a manufacturing firm.
- b) *"In the era of outsourcing, third party logistics can add value to existing supply chains."* Explain this statement with examples.
- Q8 a) Describe four distinct phases of benchmarking for supply chain management.
- b) Briefly describe the main factors that contribute towards Bullwhip effect in the Supply Chain. Explain the steps taken to reduce bull whip effect in supply chains.