

Roll No. 

Total No. of Pages : 02

Total No. of Questions : 08

**M.Tech.(ME) (Sem.-3)**  
**SUPPLY CHAIN MANAGEMENT**  
Subject Code : MME-537  
Paper ID : [E0426]

Time : 3 Hrs.

Max. Marks : 100

**INSTRUCTION TO CANDIDATES :**

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

1. a) Justify arguments to support the statement that BIG BAZAAR has achieved very good strategic fit between its competitive and supply chain strategies. (10)  
b) What do you understand by “Supply chain management as integrated logistics”, explain? (10)
2. a) Explain the framework for supply chain drivers to enhance performance of supply chain. (10)  
b) ZF Steering supply steering wheels to Mahindra & Mahindra for the existing products. Mahindra approaches ZF steering to develop and supply steering wheels for its new products-the Logan. It wants you to invest in the necessary tools required for the same and this will involve substantial investment. Analyse and recommend systematically what Mahindra should do to reduce transaction costs in the arrangement and to ensure consistent quality of good quality steering wheels. (10)
3. a) Explain the types of obstacles occur in achieving the goals of SCM. (10)  
b) Differentiate between :
  - i) Vertical and Horizontal Integration.
  - ii) Push system and Pull system.
  - iii) Internal and External Integration. (10)
4. a) Why is it for a firm to periodically review its logistic network design? How do firm requirements for its logistics network change over time? (10)  
b) Define JIT philosophy and explain its characteristics, goals, pre-requisites. (10)

5. a) Classify the vendors and discuss the vendor management for supply chains. (10)
- b) Explain the role of network design decisions in supply chain. (10)
6. a) Discuss the Hub and spoke concept and other latest concepts of SCM. (10)
- b) *“The supply chain issues span a large spectrum of firm activities from the strategic through the tactical to the operational level.”* Discuss. (10)
7. a) Explain the frame work for managing knowledge intensive supply chains. (10)
- b) Discuss the role and application of Knowledge management for effective SCM. (10)
8. Write the short notes on the following :
- a) Milk Round system.
- b) Reverse Logistics.
- c) Enterprise resource planning.
- d) Tailored transportation. (5×4)