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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2015 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

1. What is importance of supply chain management?
2. Discuss supply chain obstacles.
3. What is cross-docking ?
4. What is Bullwhip Effect ?
5. What is target pricing ?
6. Discuss transaction management in supply chains.

SECTION-B**UNIT-I**

7. Explain 'Achieving Strategic Fit' in supply chains with the help of a suitable example.
8. Explain multi-echelon inventory management in detail with the help of a suitable example.

UNIT-II

9. Discuss 'facility decisions' in detail with the help of a suitable example.
10. Explain network design in supply chain management in detail.

UNIT-III

11. Explain the role of collaborative planning and forecasting for efficient execution of supply chains.
12. What is aggregate planning? Explain the role predictive visibility supply chain performance.

UNIT-IV

13. Explain the role of supply chain coordination to minimize wastage of resources.
14. Discuss demand forecasting methods in detail.

SECTION-C

15. Solve the following case :

Ethical Dilemma

In this lean operations world, in an effort to lower handling costs, speed delivery and reduce inventory, retailers are forcing their suppliers to do more and more in the way of preparing their merchandise for their cross-docking warehouses, shipment to specific stores and their shelf presentation. Your company, a small manufacturer of aquarium decorations, is in a tough position. First, Mega-Mart wanted you to develop bar-code technology, then special packaging, then small individual shipments bar coded for each store. (This way when the merchandise hits the warehouse it is cross-docked immediately to the correct truck and store and is ready for shelf placement.) And, now Mega-Mart wants you to develop RFID-immediately. Mega-Mart has made it clear that suppliers that can't keep up with the technology will be dropped.

Earlier, when you didn't have the expertise for bar codes, you had to borrow money and hire an outside firm to do the development, purchase the technology and train your shipping clerk. Then, meeting the special packaging requirement drove you into a loss for several months, resulting in a loss for last year. Now, it appears that the RFID request is impossible. Your business, under the best conditions, is marginally profitable, and the bank may not be willing to bail you out again. Over the years, Mega-Mart has slowly become your major customer and without them, you are probably out of business.

Ques. What are the ethical issues and what do you do?

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.