Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
M.B.A -IVth SEMESTER–EXAMINATION – MAY- 2012

Subject code: 2840005   **Date: 18/05/2012**
Subject Name: Supply Chain Management (SCM)
Time: 10:30 am – 01:30 pm   **Total Marks: 70**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1 **(a)** Define the term Supply Chain Management. Discuss the various phases of **07** evolution of supply chain management.

(b) How the supply chain and performance measures are interconnected **07** according to SCOR model?

Q.2 **(a)** Vansh & Yash Brothers utilize 12000 units of raw material costing 1.25rs **07** per unit. Placing each order costs 15rs and the carrying costs are 15% per year per unit of the average inventory. The firm follows EOQ policy of purchasing. It operates 300 days per year. Procurement time is 14 days and safety stock is 400 units. Calculate the following.
   1- EOQ
   2- Re-order point
   3- Maximum inventory
   4- Average inventory

(b) How can a firm design its sourcing strategy based on a purchase portfolio **07** matrix?

OR

(b) What are the various types of inventory carried by an organization after **07** studying the various components of cost that are affected by inventory decisions.

Q.3 **(a)** What are the different transportation modes available for the manufacturer? **07** Prepare a suitable transportation strategy for the car and milk with reference to domestic market and international market.

(b) A global company has put up a captive facility in india to manage a couple **07** of internal backend processes. The CEO of the local unit is worried about the long term competitiveness of the Indian unit. Labour cost has been increasing at the rate of 15 percent in the last few years, and the CEO is worried that in the near future these processes may get shifted to eastern Europe or some other part of the world. What should the CEO do so that the local unit can survive in the long run after studying network design decisions?

OR

Q.3 **(a)** Gillette (India) Ltd is the leader in male and female grooming products. Till **07** the year 2000 nobody was clearly accountable for the accuracy of the forecast at Gillette, and poor forecasting resulted in several supply chain problems like low service levels and high imbalanced inventories. In 2002 brand managers were given responsibility of demand forecasting. As there were no standard processes so the firm realized that brand managers were more connected with their sales targets and were not focusing on forecasting accurate market demands. If you are given the responsibility of demand forecasting how would you forecast the demand of the Gillette (India) Ltd?

(b) In what ways do industry initiatives like ECR, VMI and CPFR help firms **07** in achieving supply chain integration?

Q.4 (a) What is the bullwhip effect and what are the main causes of bullwhip **07** effect?

(b) Define the term supply chain mapping. Also discuss the following three **07** dimensions of supply chain mapping with suitable chart
1- Value addition curve
2- Point of Differentiation
3- Customer entry point in the supply chain

OR

Q.4 (a) Define the term Agile supply chain. How Agile supply chain different from **07** the traditional supply chain?

(b) With reference to Revenue management explain the following terms. **07**
1- Forward market and spot market
2- Innovative pricing
3- Law of demand and optimal pricing decision

Q.5 (a) What do you mean by Cross docking? Elaborate the cross docking **07** practices followed by the Indian Trucking Industry.

(b) How can Web services help a company to communicate with its supplier **07** and customers?

OR

Q.5 (a) Explain the Role of Strategic Management framework for information **07** technology adoption in supply chain management with suitable chart.

(b) If new producer of laptop want to enter in to Indian market as well as in to **07** international market at the same time. What would be your suggestions regarding inventory strategy, transportation strategy and distribution strategy?

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