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08MBA43

Fourth Semester MBA Degree Examination, June/July 2011
Supply Chain Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from the Q.No.1 to 7.
2. Question No. 8 is compulsory.

- 1 a. Explain why achieving strategic fit is critical to a company's overall success. (03 Marks)
b. Explain the factors influencing distribution network design. (07 Marks)
c. Discuss the major drivers of supply chain performance. (10 Marks)
- 2 a. Define manufacturing postponement. (03 Marks)
b. Describe the cycle and push / pull views of a supply chain management. (07 Marks)
c. What modes of transportation are available for shipment of goods? Identify their strengths and weaknesses. (10 Marks)
- 3 a. Define tailored transportation. (03 Marks)
b. Explain the objectives and importance of supply chain management. (07 Marks)
c. What are the various transportation network design options available in supply chain? Identify their strengths and weaknesses. (10 Marks)
- 4 a. Define 3PL and 4PL. (03 Marks)
b. Explain the role of sourcing in supply chain. (07 Marks)
c. Write short notes on :
i) Customer Relationship Management (CRM) strategies.
ii) Supplier Relationship Management (SRM) strategies. (10 Marks)
- 5 a. Write a brief note on CRP and VMI. (03 Marks)
b. What are obstacles in achieving supply chain co-ordination? (07 Marks)
c. What is bullwhip effect? Discuss its impact on supply chain performance. (10 Marks)
- 6 a. What does ERP stand for? Give the three names of ERP service providers. (03 Marks)
b. Explain the importance of information and IT in a supply chain. (07 Marks)
c. Define aggregate planning. Explain in detail the various aggregate planning strategies. (10 Marks)
- 7 a. Explain in brief the basic characteristics of forecasts. (03 Marks)
b. What are the risks involved in using 3rd party logistics? (07 Marks)
c. Explain the pricing and revenue management tactics used for perishable assets. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

CASE STUDY (Compulsory)

Procter and Gamble (P and G), the world's leading producer of household products, markets over 300 brands to 5 billion people around the world. P and G's products fall under three broad categories, namely, beauty care; baby and family health care; and household care. P and G has two of its world-leading detergents – Tide and Ariel, in India to cater to the main concerns of the Indian households, namely outstanding whiteness and stain-removal. P and G's another leading brand, Pampers, which is the world's number one selling diaper brand with sales of US \$ 6 billion annually. Pampers provide superior dryness for uninterrupted, overnight sleep, with just one Pampers diaper. In India, Pampers Fresh and Dry, is available in a variety of three sizes – 4s, 10s and 25s.

In the early 1990s, P and G faced a problem of extreme demand variations for this best selling brand Pampers diapers. The logistics executives at P and G examined the order rates for Pampers across the supply chain. Though the purchase rate remained more or less steady at the consumer end, the logistics executives found that the variation of orders increased from the retailer level to the distributor level up the supply chain. The effect is lack of supply chain coordination. Subsequently, the manufacturing and inventory cost increased, resulting into less supply chain profitability.

Questions :

- a. What is the problem that P and G was facing in the early 1990s and how will it be countered? **(05 Marks)**
- b. How important supply chain coordination is, in maximizing supply chain profitability? Explain. **(05 Marks)**
- c. How P and G can ensure supply chain coordination? **(05 Marks)**
- d. List the important obstacles in supply chain coordination. **(05 Marks)**

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