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**Fourth Semester MBA Degree Examination, June/July 2013**  
**Supply Chain Management**

Time: 3 hrs.

Max. Marks:100

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

- 1** a. Specify any three roles does logistic play in supply chain operations. (03 Marks)  
b. Compare the concept of a modern supply chain with more traditional distribution channels. Provide similarities and differences. (07 Marks)  
c. Define bullwhip effect and explain the reasons for the bullwhip effect. (10 Marks)
- 2** a. Mention any five drivers of supply chain performance. (05 Marks)  
b. Write a note on push pull view of supply chain processes. (05 Marks)  
c. Mention the components of sourcing decisions and explain sourcing related metrics. (10 Marks)
- 3** a. Mention any three factors that influence distribution network design. (03 Marks)  
b. Write a short note on basic approach to demand forecasting. (07 Marks)  
c. Explain the factors that lead to company like Wal-Mart to own its trucks although many retailers outsource all their transportation. (10 Marks)
- 4** a. What is dynamic pricing? Give examples of products for which dynamic pricing is applied. (03 Marks)  
b. Briefly explain the impact of lack of coordination in supply chain. (07 Marks)  
c. Discuss in detail various distribution networks that are considered in designing supply chain networks. (10 Marks)
- 5** a. What are the functions of supply chain manager? (03 Marks)  
b. Briefly explain the basic steps involved in achieving strategic fit. (07 Marks)  
c. What is reverse logistics? Explain its importance. (10 Marks)
- 6** a. What is Delphi technique of forecasting demand? (03 Marks)  
b. Briefly explain the probable risks a company may face if they adopt 3PL. (07 Marks)  
c. Discuss the key activities of the business logistics function. (10 Marks)
- 7** a. Define the principle of postponement. (03 Marks)  
b. Briefly outline what logistics manager need to know about transportation facilities and services. (07 Marks)  
c. Describe why you think sales of the following products are predictable or unpredictable to take inventory stocking decision:  
i) A music compact disc release of a new artist.  
ii) A locally made safe-drink keeping local taste.  
iii) CFL bulb costing Rs.200/-. (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**

A small specialty chemical company located at Indore, manufactured a variety of products for coating metals for corrosion prevention. All products were produced at a single location (Indore). The distribution patterns were as follows:

All shipments that could be made in full truck load quantities were to be shipped direct from plant to customers.

All large customer orders, the top 10% of the company's volume were also shipped direct to customers from the plant.

The remainder of the product line, with its small shipment sizes, was to be shipped out of two strategically located warehouses (Goa and Hyderabad) as well as from the Indore plant. This arrangement saved 20% of company's distribution cost.

**Questions:**

- a. What type of strategy the company follows? (05 Marks)
- b. Mention according to you what might be the reason for such company strategy of distribution. (05 Marks)
- c. Do you agree their strategy? If no what possible improvements can be done? (05 Marks)
- d. Mention the disadvantages of company's distribution strategy. (05 Marks)

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