MBSC-3.2D

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, June/July - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
(Elective - D) : Operations
Supply Chain Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five questions. Each question carries five marks. [5 × 5 = 25]

Q1) Mention the different drivers of Supply Chain Management.

Q2) What do you mean by outsourcing? List out the advantages of outsourcing.

Q3) Differentiate between Centralized and Decentralized Purchasing.

Q4) Explain the role of transportation in the Supply Chain.

Q5) What do you mean by supply chain facility layout?

Q6) State about the E-Commerce issues in transportation.

Q7) What do you mean by strategic alliances?

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Explain the three decision phases of a supply chain.

Q9) Discuss the Strategic importance of Customer Relationship Management.

Q10) Explain various types of Supply Chain Management.

Q11) How is purchasing done in supply chain? Discuss.

Q12) Discuss about the strategic importance of transportation.

Q13) Explain network design in supply chain management in detail.

SECTION - C

Q14) Case (Compulsory) **[1 × 15 = 15]**

To understand what ECR companies are doing, let us take a look at the argument Palmolive and Gillette India have worked out at Delhi, a transit point for products leaving Palmolive's Manufacturing plant in Punjab, common transporter, Transport Corporation of India (TCI's) trucks leaving Delhi with goods meant for Palmolive's distribution in Mumbai come back loaded with Gillette India labels for Delhi market such tie ups for backhaul facilities could result in 5-10 percent savings in the transport costs, besides cutting down transit time. If warehouses are consolidated across companies then even deliveries could be shared normally consist of a shared transporters.

Palmolive and Gillette India are further working forwards drawing up a common format for data exchange between 250 odd manufacturers, 35000 distributors and thousands of Clearing and Forwarding Agents, wholesales and more than 10 million retailers all of whom together make up India's huge and complex supply chain.

Questions :

a) Enabling technologies in ECR (Efficient Consumer Response) networks for communication of accurate and timely information between trading partners. Discuss. **[10]**

b) State some of the functions in which ECR should be worked out on a priority basis in a typical FMCG company? **[5]**

