

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (AM) – SEMESTER – 8 - EXAMINATION – WINTER - 2018**

**Subject Code: 4180501****Date: 22/11/2018****Subject Name: SUPPLY CHAIN MANAGEMENT****Time: 2.30 PM to 5.30 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) Explain supply chain management with figure and write its importance. **07**  
 (b) Discuss the four dimensions of customer service from the supply chain management perspective. **07**
- Q.2** (a) Explain the make versus buy approach. Discuss four major sources of economics of scale. **07**  
 (b) Explain order penetration point based supply chain typology. **07**
- OR**
- (b) Explain network design and operational models. **07**
- Q.3** (a) Define inventory management. Explain types of inventory. **07**  
 (b) What are the inventory control techniques? Explain in detail. **07**
- OR**
- Q.3** (a) What is transportation? Explain the drivers of transportation. **07**  
 (b) Discuss modes of transportation. **07**
- Q.4** (a) Briefly discuss Bull whip effect. **07**  
 (b) Explain strategic role of units in the network. **07**
- OR**
- Q.4** (a) What are the key functional roles of IT in a supply chain? **07**  
 (b) Explain the sources of supply chain Disruptions. **07**
- Q.5** (a) Explain the distribution network design. **07**  
 (b) Explain cross docking in detail **07**
- OR**
- Q.5** (a) Explain the various phases of evolution of supply chain management. **07**  
 (b) How can a firm design its sourcing strategy based on a purchase portfolio matrix? **07**

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