

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-IV • EXAMINATION-WINTER • 2014**

**Subject Code: 2840005****Date: 01-12-2014****Subject Name: Supply Chain Management (SCM)****Time: 10.30am - 13.30pm****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) What are the supply chain challenges for the Indian FMCG sector? 7  
 (b) Explain "Impact of Service Level on Revenue Costs and Profits". 7

- Q. 2 (a) Explain Quantitative V/s Qualitative Methods of demand forecasting with suitable examples. 7  
 (b) Define the term Supply Chain Management. Discuss the various phases of evolution of supply chain management. 7

**'OR'**

- (b) How can a firm design its sourcing strategy based on a purchase portfolio matrix? 7

- Q. 3 (a) Discuss relative merits and demerits of various transportation modes available. 7  
 (b) Define uncertainties that are particularly relevant when designing global supply chains? 7

**'OR'**

- (a) Information technology plays a vital role in SCM – Discuss. 7  
 (b) Why over a period of time an e-retailer - Amazon has built new warehouses located at geographically different parts of the country? 7

- Q. 4 (a) What is the bullwhip effect and what are the main causes of bullwhip effect? 7  
 (b) Define the term supply chain mapping. Also discuss the following three dimensions of supply chain mapping with suitable chart 7  
 1- Value addition curve  
 2- Point of Differentiation  
 3- Customer entry point in the supply chain

**'OR'**

- (a) Define the term Agile supply chain. How Agile supply chain different from the traditional supply chain? 7  
 (b) What are the ways in which firm can move from Make To Stock (MTS) to Customize to Order (CTO)? 7

- Q. 5 (a) What is supply chain integration? What are the barriers in implementing it? 7  
 (b) What do you mean by Cross docking? 7

**'OR'**

- (a) Write a note on ECR Initiatives in India 7  
 (b) Explain Sources of supply Chain Disruptions with Examples. 7

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