Roll No.

Paper Code: MBA- 031

MBA
THIRD SEMESTER EXAMINATION, 2016-2017
SUPPLY CHAIN MANAGEMENT

[Time: 3 Hours]   [Total Marks: 100]

Note: Attempt *ALL* questions. Assume suitable data, if required. All question carry equal marks.

1. Attempt any *four* parts of the following:-   (5×4=20)

    (a) Differentiate between logistic and supply chain management.
    (b) Explain Cycle view of supply chain management.
    (c) What is Bullwhip effect?
    (d) What is EOQ model? Explain with underlying assumptions.
    (e) Differentiate between Customer Relationship Management (CRM) and Supply Chain Management (SCM)

2. Attempt any *two* parts of the following:-   (10×2=20)

    (a) What are the key functions of purchasing management? Discuss the relative advantages and disadvantages of centralized and decentralized purchasing.
    (b) Write a short note on vendor management.
    (c) What is warehousing management? Discuss the benefits and drawbacks of private, public and contract warehouses.

3. Attempt any *two* parts of the following:-   (10×2=20)

    (a) Briefly explain various component of logistics sub system and also discuss the factors that affect logistics.
    (b) Briefly explain the factors affecting transportation decisions and also discuss various modes of transportation.
    (c) A hardware store purchases and sells hardware items. Information on an item is given below:
        Expected annual sales = 8,000 units
        Ordering cost   = Rs. 180 per order
        Holding cost   = 10% of the average inventory value
        The items can be purchased as per the following price schedule:

Lot Size	Unit Price
1-999	Rs. 22.00
1000-1499	Rs. 20.00
1500-1999	Rs. 19.00
2000 & above	Rs. 18.50

    You are required to determine the best order size.

4. Attempt any *two* parts of the following:- **(10×2=20)**

   (a) Define inventory. Discuss relative advantages and disadvantages of holding inventory and also explain the factors that influence the determination of optimum level of inventory.

   (b) What is customer relationship management (CRM)? Discuss the need of CRM in formulation of strategic planning and also discuss benefits and limitations of CRM.

   (c) Write short note on any two of the following:
       (i) Buffer/ Safety stock
       (ii) Just in Time (JIT)
       (iii)Inventory cost and lead time

5. Attempt any *two* parts of the following:- **(10×2=20)**

   (a) What is benchmarking? Explain the procedure of benchmarking and also discuss the advantages and limitations of benchmarking.

   (b) What is outsourcing? Briefly explain reasons of outsourcing and also differentiate between third party and fourth party logistics

   (c) Write an essay on role of information technology in supply chain management.