

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name: Supply Chain Management

Subject Code: 5MS04SCM1

Branch: M.B.A.

Semester: 4

Date: 18/04/2017

Time: 10:30 To 01:30

Marks: 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. Explain Supply chain Restructuring. 01
 - b. Explain the term Logistics. 01
 - c. State the full form of ABC. 01
 - d. Define Supply Chain Management. 01
 - e. Explain the term ‘Outsourcing’. 01
 - f. State the full form of ERP. 01
 - g. Name any two costs involved in Inventory Management. 01
- Q-2 Attempt all questions (14)**
- a. Discuss the phases of evolution of Supply Chain Management in detail. 07
 - b. State the role of Supply Chain Management in detail. 07
- OR**
- Q-2 Attempt all questions (14)**
- a. Define Inventory Management and state the objectives of the same. 07
 - b. How will you classify decisions in Supply Chain Management? 07
- Q-3 Attempt all questions (14)**
- a. Explain the SCOR Model. 07
 - b. Define Performance Measurement. Explain dimensions of the same. 07
- OR**
- Q-3 Attempt all questions (14)**
- a. Discuss the factors influencing Supply Chain Management. 07
 - b. Define Inventory. Explain the types of Inventory in detail. 07



SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. Define IT. 01
 - b. What do you understand by the word Pricing? 01
 - c. Define Production Planning. 01
 - d. What does EOQ stand for? 01
 - e. Define Demand. 01
 - f. Explain the term Data Mining. 01
 - g. Define 'Revenue Management'. 01
- Q-5 Attempt all questions (14)**
- a. Define Demand Forecasting. State any three methods and explain them. 07
 - b. Write a note on Supply Chain Data Management. 07
- OR**
- Q-5 Attempt all questions (14)**
- a. Write a note on Agile Supply Chain. 07
 - b. Discuss the issues related to Supply Chain Integration in detail. 07
- Q-6 Attempt all questions (14)**
- a. Explain the role of IT in Supply Chain Management. 07
 - b. Write a note on Transportation with reference to Supply Chain Management. 07
- OR**
- Q-6 Attempt all Questions (14)**
- a. Give a diagrammatic representation of Supply chain and explain objectives of Supply Chain Management in detail. 07
 - b. Explain various flows in Supply Chain. 07

