

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Supply Chain Management

Subject Code : 5MS04SCM1

Branch: M.B.A.

Semester : 4

Date : 01/05/2018

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.

SECTION – I

- Q-1** **Attempt the Following questions** **(07)**
- a. State the full form of EDI. 01
 - b. Define Agile Supply Chain. 01
 - c. State any two types of Inventory. 01
 - d. State the full form of ERP. 01
 - e. Define Supply Chain Management. 01
 - f. State any two Drivers of Supply Chain. 01
 - g. Explain the term, 'Outsourcing'. 01
- Q-2** **Attempt all questions** **(14)**
- a. Explain the SCOR Model in detail. 07
 - b. Explain the methods of Pricing and Revenue Decisions in detail. 07
- OR**
- Q-2** **Attempt all questions** **(14)**
- a. Explain Distribution Network in detail. 07
 - b. Write a note on Supply Chain Data Management. 07
- Q-3** **Attempt all questions** **(14)**
- a. Discuss all three phases of evolution of Supply Chain in detail. 07
 - b. Write a note on Responsive Supply Chain. 07
- OR**
- Q-3** **Attempt all questions**
- a. Explain in detail, the enablers of Supply Chain Management. 07
 - b. Explain Bullwhip Effect in detail. 07



SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. What is lead time? 01
 - b. Define Supply Chain Restructuring. 01
 - c. State the full form of GATT. 01
 - d. What is order delivery time? 01
 - e. Define Inventory. 01
 - f. Define Logistics. 01
 - g. State the full form of WMS. 01
- Q-5 Attempt all questions (14)**
- a. ‘Make versus Buy: The Strategic Approach’, Explain. 07
 - b. Explain the methods of Demand Forecasting in detail. 07
- OR**
- Q-5 Attempt all questions**
- a. Define Performance Measurement in context of Supply Chain. Explain various dimensions of measuring Supply Chain. 07
 - b. Define Supply Chain Integration. Discuss the issues related to Supply Chain Integration in detail. 07
- Q-6 Attempt all questions (14)**
- a. Define Data Warehousing. State merits and demerits of the same. 07
 - b. Write a note on Production Planning and Scheduling. 07
- OR**
- Q-6 Attempt all Questions**
- a. Give a diagrammatic representation of Supply chain and explain objectives of Supply Chain Management in detail. 07
 - b. Explain the role of IT in Supply Chain Management. 07

