Enrollment No: _____   Exam Seat No:_____

C.U.SHAH UNIVERSITY
Summer Examination-2019

Subject Name: Supply Chain Management

Subject Code : 5MS04SCM1   **Branch:** MBA

Semester : 4   **Date :** 22/04/2019   **Time :** 02.30 To 05.30   **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.	What is logistics?	1
	b.	Explain the concept supply chain	1
	c.	What is warehouse?	1
	d.	What do you mean by revenue management?	1
	e.	Define scheduling	1
	f.	Give full form of ERPs.	1
	g.	Explain the concept data warehouse?	1
Q-2		**Attempt all questions**	**(14)**
	a.	Discuss the framework of supply chain strategy.	7
	b.	Explain the major drivers of supply chain performance.	7
		OR	
Q-2		**Attempt all questions**	**(14)**
	a.	Explain the factors that influence supply chain network design decisions.	7
	b.	Discuss the bullwhip effect in supply chain management.	7
Q-3		**Attempt all questions**	**(14)**
	a.	Write short-note on "Bar coding Technology"	7
	b.	Explain how to manage supply chain cycle inventory.	7
		OR	
Q-3		**Attempt all questions**	**(14)**
	a.	Explain on relevant cost for networks decisions.	7
	b.	Discuss inventory control techniques.	7

SECTION – II

Q-4		**Attempt the Following questions**	**(07)**
	a.	What does 3PL stands for	1
	b.	Give full form of EOQ.	1

	c.	What do you mean by mapping?	1
	d.	Give full form of VMI.	1
	e.	What do you mean by RFID?	1
	f.	Give full form of ABC.	1
	g.	What do you mean by Bar code?	1

Q-5   **Attempt all questions**   **(14)**

a.	Explain reasons of holding inventory.	4
b.	Write a Note: Activity based costing.	5
c.	Explain the benefits of RFID.	5

OR

Q-5   **Attempt all questions**   **(14)**

a.	Discuss the elements of production planning.	4
b.	Short Note: Benchmarking	5
c.	Discuss the situations in which make V/s buy approach can be practiced.	5

Q-6   **Attempt all questions**   **(14)**

a.	Discuss the architecture of database warehouse in detail.	7
b.	What is the importance of global supplier selection for global supply chain? Explain the criteria that you would use for selecting the supplier of raw material for your organization?	7

OR

Q-6   **Attempt all Questions**   **(14)**

a.	Discuss the importance of Supply chain process industrial environment.	7
b.	Discuss the major challenges that must be overcome to manage supply chain successfully.	7