

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VII EXAMINATION – SUMMER 2016****Subject Code:172505****Date:05/05/2016****Subject Name:Supply Chain Management (Department Elective - I)****Time:02:30 PM to 05:00 PM****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) Give any THREE Definitions of Supply Chain. Also dictate flow of product, money and information. 07
- (b) How information as a driver integrate rest of the four drivers of supply chain. Support your answer with necessary figure. 07
- Q.2 (a) What are strategic supplier's decisions? Explain Location decision in brief. 07
- (b) Explain SCOR model structure. Also describe "Pyramid of Four Levels" that represents road to Supply Chain Improvement. 07
- OR**
- (b) Compare traditional versus SCM based sourcing practices. 07
- Q.3 (a) A company needs 600 units/month, the procurement cost is Rs.36/order, the cost of holding it in stock is Rs. 1.20/Unit/Year, determine the quantity that should be procured at a time to optimize the cost involved. If the consumption of the above item increases to 40 numbers/day & its actual inventory cost is Rs. 0.5/Unit/month, what will be the revised EOQ? 07
- (b) Explain vendor managed inventory systems. What are the challenges of VMI implementation? 07
- OR**
- Q.3 (a) Elaborate various factors affecting distribution network effectiveness. 07
- (b) What do you mean by "TPL"? Also write pros & cons of TPL. 07
- Q.4 (a) How E-commerce has revolutionized today's business? State E-commerce applications in supply chain. 07
- (b) What are DBMS oriented information systems? Explain ERP in brief. 07
- OR**
- Q.4 (a) Describe the factors for operational supply chain planning models. 07
- (b) What is Reverse Supply Chain? What are the types of reverse flows? 07
- Q.5 (a) What are characteristics of good collaborators in the supply chain? 07
- (b) Compare & Contrast Agile Supply Chain & Reverse Supply Chain 07
- OR**
- Q.5 (a) With the case study of disaster management in supply chain, highlight the coordination of various agencies. 07
- (b) What is inbound logistic & outbound logistic? 07
