GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-VII EXAMINATION – WINTER 2015

Subject Code: 172505 **Subject Name: Supply Chain Management Time: 10:30am to 1:00pm**

Date:04/12/2015

Total Marks: 70

Instructions:

- 1. Attempt all questions.
- 2. Make suitable assumptions wherever necessary.
- 3. Figures to the right indicate full marks.

(a) Usha corporation currently practices the following system for the procurement 0.1 07 of an item. (i) No. of orders placed in a year =8, (ii) ordering cost = Rs. 750/order (iii) Each time order quantity = 250, (iv) Carrying Cost = 40%Comment on the ordering policy of the company & estimate the loss to the company in not practicing scientific inventory policy.

- (b) What are the features of VMI? Also describe the challenges of VMI 07 Implementations.
- **O.2 (a)** How Supply Chain Management is one step ahead than Logistics? What 07 characteristics most supply chain exhibits.
 - (b) Explain following performance dimensions relevant to supply chain strategies 07 (i) Quality (ii) Delivery (iii) Flexibility (iv) Cost

OR

- (b) On what factors partnership between various parties within the supply chain 07 depends? Also enlist any THREE key success factors for strategic Partnership in SCM.
- **Q.3** (a) How responsiveness, reliability & relationships affect on transportation decision 07 making for supply chain.
 - What are the advantages of third party logistics (3PL)? Name few companies 07 **(b)** which are working as 3PL.

OR

- Draw a neat sketch of EDI and Business cycle. Also explain working of EDI Q.3 07 (a) with diagram.
 - (b) How E-procurement has revolutionized today's supply chain? Also give 07 benefits of Bar coding technology.
- **Q.4** What are the benefits of ERP systems? In what way ERP and SCM differs with 07 **(a)** each other?
 - Explain Bullwhip Effect & its causes. With which mechanism we can counter 07 **(b)** "Bullwhip Effect"?

OR

- **Q.4** Enlist models related to the primary supply chain activities. What are the 07 **(a)** considerations in modeling SCM systems?
 - (b) Give some examples of Reverse Supply Chain. Compare Forward SC and 07 Reverse SC.
- Q.5 What do you mean by SC integration? What abilities are required for Supply 07 (a) Chain Integration?
 - (b) Define Collaborative SC. Elaborate any THREE Collaboration enabling Tools 07 & Techniques in actual practice.

- Q.5 (a) Describe typical characteristics of newspaper supply chain on the base of 07 suitable case.
 - (b) Describe any THREE primary sources of variability that are required a supply 07 chain to be agile.
