Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY MBA (AM)- SEMESTER - 8 - EXAMINATION - SUMMER 2016

Subject Code:4180501 Date:28/04/2016

Subject Name: Supply Chain Managem	ent
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Time: 10.30 am – 01.30 pm Total Marks: 70

**Instructions:** 

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

(b) Short Note- Global Supply Chain.

Q.1	(a)	What is Supply Chain Management? Explain the role of Supply Chain Management.	07
	<b>(b)</b>	What is supply chain strategy? Explain its performance measures.	07
Q.2	(a) (b)	Define Inventory and Inventory management. Explain types of Inventory.  Discuss Supply Chain Drivers and Metrics in detail.  OR	07 07
	<b>(b)</b>	Define Production Planning. Explain Production Planning and sheduling in detail.	07
Q.3	(a) (b)	How to design Distribution Networks in supply chain management? Explain the role of Transportation in supply chain management.  OR	07 07
Q.3	(a) (b)	What is demand forcasting? Explain its importance in supply chain management. Discuss in detail- Supply Chain Data Management.	07 07
Q.4	(a) (b)	How Information Technology is helpful in supply chain management?  Discuss Supply Chain Integration in detail.  OR	07 07
Q.4	(a) (b)	Short Note- Supply Chain Innovation.  Discuss differentiation between Managing Material Flow and Managing Information Flow.	07 07
Q.5	(a) (b)	How the firm can restructure its supply chain?- Discuss.  Explain Agile –as supply chain strategy  OR	07 07
Q.5	(a)	Short Note- Pricing and Revenue management.	07

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