Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY MBA – SEMESTER IV – • EXAMINATION – WINTER 2015

Subject Code: 2840005 Date: 01/12/2015

Tiı	ne: 0 tructio	Attempt all questions. Make suitable assumptions wherever necessary.	70
Q.1	(a)	Describe the supply chain involved in making the bar of Lux international soap that you have just picked up from your nearby retail store?	07
Q.2	(b) (a)	Explain the evolution of supply chain management? With suitable examples? HUL has decided to increase its reach in rural areas. What are the implications of this decision for the department that manages the supply chain for HUL products?	07 07
	(b)	What are the advantages of moving from a Market to stock (MTS) model to configure to stock (CTO) model?	07
	(b)	OR Why do some firms keep stocks close to the market while others keep stocks in the component from at their plants? How do these decisions affect their performance?	07
Q.3	(a)	How important is coordination between coal company and their bottling plants? Is it necessary to own a bottling plant if the cola companies want to achieve a better degree of coordination at the local level of operations?	07
	(b)	How can a firm reduce inventory in the organization? OR	07
Q.3	(a) (b)	What is relationship between service levels and inventory levels? What are the benefits of cross-docking? What are the difficulties in implementing cross- docking?	07 07
Q.4	(a) (b)	What is multimodal transportation? How does it benefits the firm? How is managing a multi-plant international networks different from managing a domestic multi-plant network?	07 07
Q.4	(a) (b)	OR What is the role of forecasting in supply chain management? What are the key functional roles of IT in a supply chain?	07 07
Q.5	(a)	What are the greatest obstacles to implementing concepts of supply chain integration?	07
	(b)	Why one wants to design different material flow systems for fast-and slow moving items?	07
		OR	
Q.5	(a) (b)	What are agile supply chains? How it is different from traditional supply chains? Why firms do offers different prices to different customers for the same unit of	07 07

capacity?