Seat No.: Enrolment No GUJARAT TECHNOLOGICAL UNIVERSITY				_	
Subject Name: Logistics & Supply Chain Management			R 2015 Date: 04/12/20	te: 04/12/2015	
			Total Marks: 70		
1115	1. 2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.			
Q.1	(a)	and showing all possible flows in appropriate directions.		07 07	
Q.2	(b) (a)	Explain the differences between logistics and reverse logistics with the help of 07		07	
	(b)	suitable examples. Explain the concept of efficiency and responsiveness in supply chain 07 management taking suitable examples.			
	(b)	OR "Bullwhip Effect is one of the major challenges in supply chain management." – 07 Justify the statement giving suitable examples.			
Q.3	A multinational machinery manufacturer having large supplier base problems of delayed delivery of raw materials and components from i leading to frequent alterations in planning and production scheduling forces to stock huge inventories to avoid uncertainty in time and components from its vendors. The firm needs a permanent solution to wants to have accurate planning of inventory in terms of time and actively involving its suppliers in the decision making process for planning. — Which world-class SCM strategy this firm should adopt expected solution? What are the benefits and limitations of the same?		nts from its vendors cheduling. This also me and quantity of olution to this and me and quantity by ocess for inventory ald adopt to get the	07	
	(b)	Explain how EDI and 3PL will help making SCM more efficient and effective. 07 OR		07	
Q.3	(a) (b)	What is postponement strategy? Under what kind of situstrengthen the SCM operation? What is supplier base consolidation? How does this technical strategy?	-	07 07	
	(,,,)	practice to be more effective?	1 1 1		
Q.4	(a) (b)			07 07	
Q.4	(a) (b)	Explain the concept of customized and dynamic pricing with suitable examples. Explain the concept of green supply chain management. 07			
Q.5	(a)	Design SCM performance measurement system for an auton	nobile firm.	07	

How ERP system will help any SCM operations to be more effective?

Discuss different IT based practices strengthening any SCM operations.

SCM performance measurement?

ORWhat are the differences between traditional and contemporary approaches for

(b)

(a)

(b)

Q.5

07

07

07