

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-VII • EXAMINATION – WINTER 2013

Subject Code: 172505**Date: 03-12-2013****Subject Name: Supply Chain Management****Time: 10:30 TO 01:00****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) Describe any SEVEN types of supply chain, which are generic in nature and being implemented in real life situations along with their typical characteristics. **07**
- (b) With neat sketch describe FIVE major drivers of supply chain. **07**
- Q.2** (a) Explain How Customer Supplier Relationship Management Systems (CSRM) investigates strategies and action plans to leverage supplier wing. **07**
- (b) Explain THREE R (Responsiveness, Reliability, Relationships) used as a framework for transportation decision making. **07**
- OR**
- (b) What are the benefits of EDI (Electronic Data Exchange). Explain THREE basic processes involved in EDI. **07**
- Q.3** (a) What are the challenges in making Effective Information System? **07**
- (b) What points should be kept in mind while evaluating ERP software. Also discuss Typical Features of an ERP system. **07**
- OR**
- Q.3** (a) Compare Forward Supply Chain and Reverse Supply Chain. **07**
- (b) Discuss relevant issues in managing the RSC (Reverse Supply Chain). **07**
- Q.4** (a) Explain the following terms with respect to ECR (Efficient Consumer Response) (i) ECR Demand Management (ii) ECR Supply Management (iii) ECR Enablers. **07**
- (b) What are the Abilities required for Supply Chain Integration. **07**
- OR**
- Q.4** (a) Compare Agile Supply Chain Management Versus Traditional Supply Chain. **07**
- (b) Discuss any SEVEN Attributes of Agility and their Enablers for Agile Supply Chain. **07**
- Q.5** (a) A manufacturer has to supply his customers 3600 units of his product per year. Shortages are not permitted. Inventory carrying cost amounts Rs. 1.2 per unit per annum. The set-up cost per run is Rs. 80. Find : **07**
- (i) Economic order quantity.
- (ii) Optimum number of order per annum.
- (iii) Average annual inventory cost (minimum)
- (iv) Optimum period of supply per optimum order.
- (b) Discuss the features of VMI (Vendor Managed Inventory) What are the challenges in VMI Implementation? **07**
- OR**
- Q.5** (a) Briefly Describe A Case of Mumbai Tiffinwala with respect to Supply Chain Management. **07**
- (b) How third party logistics (3PL) are playing major roles in today's SCM? Derive its advantages and Limitations. **07**
