GUJARAT TECHNOLOGICAL UNIVERSITY **BE - SEMESTER-VII • EXAMINATION - WINTER • 2014**

Subject Code: 172505 **Subject Name: Supply Chain Management** Time: 10:30 am - 01:00 pm

Total Marks: 70

Date: 29-11-2014

Instructions:

- 1. Attempt all questions.
- 2. Make suitable assumptions wherever necessary.
- 3. Figures to the right indicate full marks.
- 07 Q.1 Explain the Major Drivers that affects Supply Chain with its neat sketch. (a)
 - Describe Generic Supply Chain along with its neat sketch and typical 07 **(b)** characteristics.
- Explain "Source Management" in relation with SCM. What are the elements of 07 **Q.2** (a) strategic sourcing?
 - **(b)** With an example give a difference between strategic level decision, tactical level 07 decision and operational level decision.

OR

ABC corporation has got a demand for particular part at 10,000 units per year. 07 **(b)** The cost per unit is Rs 2 and it costs Rs 36 to place an order and to process the delivery. The inventory carrying cost is estimated at 9% of average inventory investment. Determine (i) Economic order quantity (ii) Optimum number of orders to be placed per annum (iii) Minimum total cost of inventory per annum.

Q.3	(a)	What is 3PL? Also discuss its Issues and Requirements.	07
	(b)	What are the various modes of transportation? In what case transportation	07
		through "Air" mode becomes compulsory?	
		OR	
Q.3	(a)	What is the impact of business processes on supply chain management IT?	07
	(b)	Write full form of (i) VMI (ii) RFID (iii) EDI (iv) VED (v) B2B (vi) B2C (vii)	07
		CRM	
Q.4	(a)	What is the importance of E-procurement? Also describe the importance of E-	07
		procurement in the context of supply chain.	
	(b)	What is SCOR model? Also describe SCOR model structure.	07
	. ,	OR	
Q.4	(a)	Explain the characteristics of Agile Supply Chain and discuss How to achieve	07
		"Agility" in supply chain.	
	(b)	List out different mathematical model used for supply chain operation and	07
		explain any ONE of them.	

- (a) Give any example of Reverse Supply Chain. How Reverse Supply Chain differs 07 0.5 from forward supply chain.
 - What is Supply Chain Integration? How collaboration at various level occurs for 07 **(b)** successful integration of Supply Chain.

OR

Q.5	(a)	Discuss the case of a	Mumbai Dabbawa	ala high	lighting	coding to	echnology	у.	07
			a — — —						

Explain typical features of ERP system. How ERP is differing from SCM? 07 **(b)**
