Enrolment No.\_\_\_\_\_

## **GUJARAT TECHNOLOGICAL UNIVERSITY** MBA (INTEGRATED) – SEMESTER – 08 -- EXAMINATION – SUMMER 2017

## Subject Code: 4180501Date: 01/06/2017Subject Name: SUPPLY CHAIN MANAGEMENT (SCM)Total Marks: 70Time: 10.30 AM TO 01.30 PMTotal Marks: 70

## Instructions:

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

Q.1	(a)	What is Supply Chain Management? Write the Importance of Supply Chain Management.	07
	<b>(b)</b>	What is Inventory Management? Explain types of Inventory and its Drivers	07
Q.2	(a) (b)	What is Make or Buy decision? Explain Economic Perspective Explain the types of Inventory Costs. Brief the Managerial level for reducing Safety stock	07 07
		OR	
	<b>(b)</b>	What is Inventory Controlling Techniques? Explain in detail	07
Q.3	(a) (b)	What is Distribution Network? Explain Strategic role of the units in the network Explain Network design and operations models.	07 07
0.2	(a)	<b>OR</b> What is Transportation? Explain the drivers of Transportation	07
Q.3	(a) (b)	Explain Distribution network Design option in detail with diagrammatic form	07 07
Q.4	<b>(a)</b>	What are ERP and ERP II? Distinguish between the same	07
	<b>(b</b> )	Describe Strategic Management Framework for IT Adoption in SCM OR	07
Q.4	<b>(a)</b>	What is Transportation? Explain the Modes of Transportation	07
<b>X</b>	(b)	Write the difference between Centralized and Decentralized Planning.	07
Q.5	(a)	Write a short note on Bull whip Effect.	07
-	<b>(b)</b>	What is Postponement benefits function	07
		OR	
Q.5	<b>(a)</b>	What are the sources of Supply chain Disruption?	07
	<b>(b)</b>	What is over keeping? Describe in length	07

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