Seat No.:	Enrolment No.
Seal NO	EHIOHIEHUNO.

Subject Code: 2840005

## **GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Date: 18-05-2015

_		Name: Supply Chain Management (SCM) 0.30 am - 13.30 pm Total Marks: 70	
Instru	ction	s:	
	2.	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	
Q.1	(a)	"The supply chain is the nature of organizations that are involved through upstream and downstream linkages in the different processes and activities that produce value in form of products & services". – Comment.	07
	<b>(b)</b>		07
Q.2	(a)	Explain how you can work with low inventory, without compromising on product availability.	07
	(b)	•	07
		OR	
	(b)	Identify the major obstacles to effective coordination in a supply chain. Suggest some strategies to overcome these obstacles.	07
Q.3	(a)	"In the era of outsourcing, third party logistics can add value to existing supply chains." Explain this statement with examples.	07
	(b)	Explain the process view and cycle view of supply chains, by taking automobile industry as an example.	07
0.1	( )	OR	0=
Q.3	(a) (b)	•	07 07
Q.4	(a)	What are the advantages and limitation of centralized purchasing in comparison to decentralized purchasing for a chain of fast- food restaurant you suggest & why?	07
	(b)	"A good aggregate planning is done in collaboration with other supply chain partners". Comment.	07
		OR	
Q.4	(a)	What is meant by Agile Supply Chain? Describe how the Indian companies achieve strategic fit between supply chain strategy and competitive strategy in this era of globalization.	07
	(b)		07
Q.5	(a)	Define SCM integration and discuss the four stages of Steven's model of supply chain integration. Also, describe the strategies involved in SCM integration.	07
	(b)	Discuss the role of Information Technology in managing the supply chain of	07

an organized retailer.

## OR

Q.5 (a) Explain in detail how transportation economics is influenced by the following 07 factors

a) Handling b) Distance c) Volume d) Density.

**(b)** Differentiate between SCM v/s CRM.

**07** 

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