

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A.- SEMESTER – IV EXAMINATION – OCTOBER 2012****Subject code: 2840005****Date: 29-10-2012****Subject Name: Supply Chain Management****Time: 2:30 pm – 5:30 pm****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)** Over a period of time, a product is likely to move from the introduction stage to the growth stage and from growth stage to the maturity stage. Would this movement across different stages of the product life cycle affect supply strategy & practices of the firm? **07**
- (b)** In 21st century era, major trends have emerged to make supply chain management a critical success factor in most industries. Discuss those trends. **07**
- Q.2 (a)** Fast Moving Consumer Goods (FMCG) is the fourth largest sector of the Indian economy. What are the supply chain challenges for the Indian FMCG sector? **07**
- (b)** Discuss the relationship between service levels and inventory levels? **07**
- OR**
- (b)** What is the impact of inventory centralization on various supply chain performance measures? **07**
- Q.3 (a)** What are the benefits of cross docking? What are the difficulties in implementing cross- docking? **07**
- (b)** Hyundai India Limited has only one manufacturing plant in India while Asian Paints has 18 processing centers. Why do firms in different industries work with different numbers of plants for serving the same market? **07**
- OR**
- Q.3 (a)** What is the impact of transportation cost on business performance of E-Retailers? **07**
- (b)** The Gujarat Government has given several tax concessions for plants located in Sanand, and hence numbers of automobiles firms have located their plants there. Why do you think garment and pharmaceutical firms have not moved to Sanand? **07**
- Q.4 (a)** “Unlike internal supply chain integration, external supply chain integration is inherently more difficult in nature”. Discuss. **07**
- (b)** Why is it important to understand the functional role of IT for any supply chain management system implementation project? **07**
- OR**
- Q.4 (a)** What is the bullwhip effect and what are the main causes of the bullwhip effect? What can a firm do to minimize demand distortions across the chain? **07**
- Q.4 (b)** What are the key functional roles of IT in a supply chain? **07**
- Q.5 (a)** Agile firms and efficient firms are likely to differ in the way they manage and measure supply chain performances. Identify a few key areas of differences in these two types of firms. **07**
- (b)** What are the key dimensions in a supply chain process? **07**
- OR**
- Q.5 (a)** What are the main sources of supply chain disruptions? How do supply chain disruptions impact business performance? **07**
- (b)** How do other business functions like product design, process technology and marketing contribute to supply chain restructuring decisions? **07**
