Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY ME SEMESTER III (NEW) EXAMINATION – SUMMER - 2017

Subject Code:2734604 Date:02/05/2017 **Subject Name: Logistics and Supply Chain Management** Time: 02:30 pm to 05:00 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) Is logistics part of supply chain management? – Support your answer with 07 suitable justifications. Draw a typical Supply Chain network indicating all possible nodes as well as 07 direction of various flows for a dairy unit. 0.2 What are the primary and secondary objectives of supply chain management? 07 (b) What do you understand by distribution channels? What is their importance in 07 SCM? OR(b) How the objectives of "total logistics cost concept" and "customer service 07 concept" of logistics management are conflicting? – Support your answer with suitable examples. (a) Explain hub and spokes arrangements with respect to SCM giving suitable 0.3 **07** examples. (b) Differentiate between bar coding and RFID practices in SCM. 07 OR What is reserves logistics? Explain with suitable examples. 0.3 07 (a) What is milk round system? Explain with suitable examples. 07 **(b) Q.4** Differentiate between purchasing, procurement and sourcing with suitable 07

examples.

(b) Explain supplier selection and development process.

OR

Q.4 (a) Explain the factors to be considered whether to go for single or multiple suppliers.

(b) What are the benefits of e-tendering? 07
Q.5 (a) What is customer relationship marketing? What is the importance of the same in supply chain management?
(b) What is strategic pricing? Explain with suitable examples. 07

Q.5 (a) Explain SCOR frame work for SCM performance measurement.
(b) What is business intelligence system? How the same is useful in supply chain management?

OR

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