

GUJARAT TECHNOLOGICAL UNIVERSITY**M. E. - SEMESTER – II • EXAMINATION – SUMMER • 2014****Subject code: 1725005****Date: 20-06-2014****Subject Name: Supply Chain Management****Time: 02:30 pm - 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) Enlist the various stages of a typical supply chain. Briefly explain the role of each. **07**
- (b) Define the following terms: **07**
 (1) Supply chain (2) Supply chain profitability (3) Supply chain management
- Q.2** (a) Differentiate between supply chain planning and supply chain operation. **07**
- (b) Explain cycle view of supply chain processes with suitable example. **07**
- OR**
- (b) Explain push/pull view of supply chain processes with suitable example. **07**
- Q.3** (a) What is supply chain responsiveness? Explain the role of cost-responsiveness efficient frontier to improve supply chain responsiveness. **07**
- (b) Compare an efficient supply chain with a responsive supply chain. **07**
- OR**
- Q.3** (a) Define and briefly explain various supply chain drivers. **07**
- (b) What are the obstacles to achieving company's strategic fit? **07**
- Q.4** (a) Enlist the various distribution network design options. Explain any one with suitable example. **07**
- (b) What are the various measures influenced by structure of distribution network to evaluate the impact on customer service? Define each of them. **07**
- OR**
- Q.4** (a) Explain various strategic factors influencing the network design decisions. **07**
- (b) Formulate the problem with the objective to identify plant and warehouse locations as well as quantities shipped between various points that minimize the total fixed and variable costs. **07**
- Q.5** (a) How do static and adaptive forecasting methods differ? **07**
- (b) What are the various measures of forecast error? Explain the importance of any two of them. **07**
- OR**
- Q.5** (a) Briefly explain chase strategy and level strategy of aggregate planning. **07**
- (b) What is the bullwhip effect and how does it relate to lack of coordination in a supply chain? **07**
