Seat No.:	Enrolment No
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GUJARAT TECHNOLOGICAL UNIVERSITY

Subject Code: 2734604

ME – SEMESTER III (NEW) – EXAMINATION – WINTER-2016

Date:25/10/2016

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. Discuss the importance of supply chain management in business excellence. 07 0.1 Differentiate between forward and reverse logistics with suitable examples. **07** 07 **Q.2** Explain the "Push" and "Pull" mechanisms of supply chain design. (a) "Efficient and responsive supply chain designs are conflicting." - Justify the **07 (b)** statement giving suitable examples. OR "Supply chain management is a dynamic and complex process." - Justify the **07** statement giving suitable examples. 0.3 What is tierisation of suppliers? Explain its benefits and hurdles. 07 (a) What are the differences between 3PL and 4PL arrangements in supply chain 07 design? – Explain with suitable examples. 0.3 Discuss how lean operation techniques can make supply chain management **07** more efficient and effective? (b) Explain the concepts of "Cross docking" and "Transshipment" with suitable **07** examples. Following model illustrates interdependence between firm and supplier. List two items 07 0.4 falling in each quadrant for a foundry industry and a multispecialty hospital. Supplier relatively High level of HIGH Firm's powerful interdependence Low level of Firm relatively dependence LOW interdependence powerful HIGH LOW Supplier dependence **(b)** Explain the concept of Green Purchasing with suitable examples. 07 Explain different methods of supplier evaluation. **Q.4** (a) **07** Explain how IT enabled sourcing will make SCM more effective. 07 0.5 Explain the impact of ERP on effective CRM for supply chain operations. 07 (a) Describe cost – benefit analysis for use of IT in SCM. **07** Design SCM performance evaluation system for a 5 star hotel. **07 Q.5** (a) What is agile supply chain? How is it different than conventional supply chain? **07**
