

GUJARAT TECHNOLOGICAL UNIVERSITY**M. E. - SEMESTER – III • EXAMINATION – WINTER • 2013****Subject code: 734604****Date: 28-11-2013****Subject Name: Logistics and Supply Chain Management****Time: 10.30 am – 01.00 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) *“Logistics is the backbone of Supply Chain Management (SCM) and SCM is the backbone of overall business excellence.”* – Justify the statement with suitable examples. **07**
- (b) Differentiate between Efficient and Responsive Supply Chain with respect to strategic and operational planning decisions. **07**
- Q.2** (a) Explain the “Bullwhip Effect” for a FMCG multinational company. Describe how you will curb the same, if you are the SCM head of that MNC. **07**
- (b) What do you understand by SCM alignment? Explain how the same can be achieved through “price”, “transportation” and “inventory”. **07**
- OR**
- (b) Explain how supplier base consolidation will help an Automobile OEM to achieve profit and growth. **07**
- Q.3** (a) What is Reverse Logistics? Explain the mechanism and benefits of the same. **07**
- (b) Explain the concept, benefits and implementation hurdles of Vendor Managed Inventory practice. **07**
- OR**
- Q.3** (a) Explain the concept of 4PL with the help of its three basic models. **07**
- (b) Explain how Lean Operations techniques will help drawing SCM excellence. **07**
- Q.4** (a) Distribute following purchases for a Machinery Manufacturer into Strategic, Tactical and Operational purchase decisions. **07**
- (i) CNC Machining Centre (ii) ERP System (iii) Fasteners (iv) Furnace oil
(v) Routine Raw materials (vi) Lubricants (vii) Heat treatment furnace
- (b) Explain the decision of Single V/s. Multiple Suppliers with suitable examples. **07**
- OR**
- Q.4** (a) Explain different phases of CRM business cycle and discuss how it will help to make any SCM more effective. **07**
- (b) *“Strategic and Smart Pricing techniques will help maintain good relations with customers as well as earn more profit.”* - Justify the statement with suitable examples. **07**
- Q.5** (a) Classify traditional and contemporary approaches to measure supply chain performance. Explain one traditional and one contemporary measure in details. **07**
- (b) List various factors to be considered while implementing SCM system. Explain any two implementation factors in details for a giant supermarket store. **07**
- OR**
- Q.5** (a) Explain three A’s of information for seamless SC operation. **07**
- (b) Explain various IT tools that can make SCM more effective. **07**
