

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**
