Seat No.:		Enrolment No	
		GUJARAT TECHNOLOGICAL UNIVERSITY	
		M. E SEMESTER – II • EXAMINATION – WINTER • 2014	
	•	code: 1725005 Date: 04-12-2014	
	•	Name: Supply Chain Management	
		2:30 pm - 05:00 pm Total Marks: 70	
Ins	tructio	ons: Attempt all questions.	
		Make suitable assumptions wherever necessary.	
		Figures to the right indicate full marks.	
Q.1	(a)	Explain supply chain with suitable chart.	07
	(b)	Explain strategic fit. Briefly explain how it can be achieved.	07
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Q.2	(a)	Discuss relationship between uncertainty spectrum and responsiveness spectrum.	07
	(b)	Explain the drivers of supply chain performance.	07
		OR	
	(b)	With the help of graph explain the factors influencing network design.	07
Q.3	(a)	What is the information required by an aggregate planner? What are the parameters obtained using this information? What are the three tailored aggregate strategies adopted by an aggregate planner	07
	(b)	Explain the effect of lack of coordination on supply chain performance OR	07
Q.3	(a)	Consider the supply chain involved when a customer purchases a book at a book store. Identify the supply chain and the location of push/pull boundary.	07
	(b)	Explain the procedure followed to select and evaluate suppliers.	07
Q.4	(a)	Indicate the characteristics of forecast that would be concerned by the supply chain managers	07
	(b)	Identify three key supply chain decision phases and their significance	07
		OR	
Q.4	(a)	Consider the purchase of a can of soft drink at a retail store. Describe the various stages in the supply chain and the different floor involved.	07
	(b)	Explain Collaborative Planning Forecasting and Replenishment (CPFR).	07
Q.5	(a)	Explain any one method of demand forecasting techniques in the supply chain wit	07
	(b)	example also state its limitations Identify causes of bullwhip effect and obstacles to coordination in a supply chain	07
	(b)	Identify causes of bullwhip effect and obstacles to coordination in a supply chain. OR	07
Q.5	(a)	Describe actions that facilitate the building of strategic paternerships and trust within a supply chain.	07
	(b)	Define: vendor evaluation, vendor rating, outsourcing, paretoøs law	07
