



Printed Pages : 2

MBA-311

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7029

Roll No.

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M.B.A.

(SEM. III) EXAMINATION, 2008-09

SUPPLY CHAIN MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions. All questions carry equal marks.

- 1 Discuss the concept of supply chain management. 20
Describe the cycle and push/pull view of a supply chain process.

OR

- 1 Explain the three key supply chain decisions phase 20
and discuss the impact of supply chain decisions on the success of a firm.

- 2 (a) Examine the role of safety inventory in supply chain. 10
(b) List and detail the prominent costs associated with inventory. 10

OR

- 2 (a) Contrast the stock of demand approach to inventory control with the EOQ-based period review method of control. 10
(b) Explain the reason for including only the incremental cost while estimating the holding and order cost for a firm. 10



- 3 (a) Discuss the circumstance under which forward buying is a good practice. 10
- (b) What is vendor rating ? Explain the process of vendor evaluation. 10

OR

- 3 What are characteristics of JIT supply scheduling and why are they important to the effectiveness of this scheduling approach ? 20
- 4 Discuss how technology platform shifts have made supply chain IT system more effective. 20

OR

- 4 Zentron uses 500 cases of flour polish per year. The ordering cost is Rs. 15 per order. The inventory carrying cost is 20% per year. The price schedule, which includes the transformation cost, shows that orders of less than 50 cases will cost Rs. 49.95 per case; between 50 and 79 cases will cost Rs. 44.95 per case and 80 case or more will cost Rs. 39.95 per case. Prices apply inclusively to all units bought. What is the optimum purchase order size that should be placed and what is the total cost ? 20
- 5 Write short notes on any **two** of the following : 10+10
- (a) CRM Vs. SCM
 - (b) Bench-marking
 - (c) Bullwhip effect in logistics
 - (d) Single vendor concept.

