M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2018.

Fourth Semester – General Management

Third Semester – Operations Management

DBA 7007 — SUPPLY CHAIN MANAGEMENT

(Regulations 2013)

Time : Three hours
Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the objective of a supply chain?
2. What are the drivers of supply chain performance?
3. How are firms core processes identified?
4. Why is outsourcing necessary for a firm?
5. What are multi-echelon supply chain networks?
6. What is the importance of capacity allocation in supply chains?
7. What is meant by cycle inventory?
8. What is the purpose of risk pooling?
9. Why are RFID tags used in warehouse?
10. When is reverse supply chain used?

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the goal of a supply chain and explain how supply chain decisions affect the success of a firm.

Or

(b) Explain the impact of responsiveness and efficiency on each of the major drivers of supply chain performance.
12. (a) Explain the criteria to evaluate a supplier in a supply chain.

Or

(b) What are world class supply chains and how does location influence these supply chains?

13. (a) Explain the factors that influence supply chain network design decisions.

Or

(b) What is the impact of uncertainty and how decision trees can be used to evaluate network design in this scenario?

14. (a) Discuss the difference between lot-sized-based and volume based quantity discounts and when are quantity discounts justified in a supply chain?

Or

(b) Explain the different models of inventory used by warehouses to effectively stock the goods.

15. (a) Discuss the bullwhip effect in supply chain and explain how it is measured.

Or

(b) Discuss how IT plays a crucial role in an effective and value added SCM practising firm.

PART C — (1 × 15 = 15 marks)

16. (a) Discuss the situations in which make vs buy approach can be practiced.

Or

(b) What is a channel distribution? How are logistics and marketing mutually dependent on each other in making sure that the channel operates efficiently and effectively?

General Management (Fourth Semester)
Operations Management (Third Semester)

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(Regulations 2013)

Time : Three hours
Maximum : 100 marks

(Codes/Tables/Charts to be permitted, if any, may be indicated)

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is a supply chain?

2. What are the drivers of supply chain performance?

3. Explain make or buy decision.

4. What is worldwide sourcing?

5. What is supply chain network?

6. What is decision tree analysis.

7. What is risk pooling?

8. What is pricing and revenue management?


10. What are Argo supply chains?

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the goal of supply chain and explain the impact of supply chain decision on success of the firm.

   Or

   (b) Identify the major drivers of supply chain performance.
12. (a) What are some ways that a firm such as Wal-Mart from out sourcing decisions?

Or

(b) Describe the impact of risk sharing on supplier performance and information distortion.

13. (a) Why is it important to consider uncertainty when evaluating supply chain design decision? Explain.

Or

(b) Explain how to manage supply chain cycle inventory.

14. (a) What type of distribution network is typically best suited for commodity items?

Or

(b) Identify factors influencing supply chain network decisions.

15. (a) Discuss the major challenges that must be overcome to manage supply chain Successfully.

Or

(b) What role does forecasting play in the supply chain of a build-to-order manufactures such as dell?

PART C — (1 × 15 = 15 marks)

16. (a) In what way do supply chain flows affect the success or failure of a firm such as Amazon? List two supply chain decisions that have a significance impact on supply chain Profitability.

Or

(b) A speciality chemical company is considering expanding its operations into Brazil, when five companies dominate the consumption of speciality chemicals. What sort of distribution network should this Company utilize?

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(Regulations 2013)

Time : Three hours

Maximum : 100 marks

(Use of normal table and unit normal loss integral table may be permitted)

Answer ALL questions.

PART A — (10 x 2 = 20 marks)

1. What is the objective of a supply chain?

2. What are the decision phases in supply chain management?

3. What are the two ways through which a firm’s core processes can be identified?

4. List the various methods used for supply base optimization.

5. Outbound transportation costs per unit tend to be higher than inbound costs. Why?

6. Identify uncertainties that influence supply chain performance and network design.

7. What is meant by risk pooling?

8. The monthly demand for an item is normally distributed with a mean of 1500 and a standard deviation of 400, with a lead time of 2 months. The item cost Rs. 85. The ordering cost is Rs. 600 per order and carrying cost as percent of the cost of the item is 0.25 percent per year. Calculate the economic order quantity for this item.

9. State any two causes of bullwhip effect.

10. What is meant by reverse supply chain?
PART B — (5 × 16 = 80 marks)

11. (a) Explain the push/pull view of the processes within a supply chain and illustrate it with an example. (16)

Or

(b) Explain why achieving strategic fit is critical to a company's overall success. (16)

12. (a) Discuss the critical steps involved in supplier evaluation and selection process. (16)

Or

(b) Discuss the underlying logic behind make versus buy decision. (16)

13. (a) Explain the measures of customer service that are influenced by the structure of the distribution network. (16)

Or

(b) Describe the four phases in the framework for network design decisions. (16)

14. (a) A grocery store carries a particular brand of tea that has a daily demand of 40 units and a standard deviation of 12 units. Its current supplier sells at Rs. 70 per unit and requires 2 weeks lead time. An alternate supplier is willing to supply at Rs. 69 per unit but requires 4 weeks lead time and insists on minimum order size of 1000 units per order. The company has an ordering cost of Rs. 400 per order and carrying cost of 30 percent. The company is of the view that a target level of one stockout in a year is acceptable for grocery items. Which supplier should the company use? (16)

Or

(b) Explain why dynamic pricing provides higher profits compared to fixed pricing. (16)

15. (a) Discuss the role that IT can play in enabling supply chain management. (16)

Or

(b) Describe the building partnership and trust in SC value of information. (16)
M.B.A. DEGREE EXAMINATION, AUGUST 2015.

General Management (Fourth Semester)

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Operations Management (Third Semester)

DBA 7007 — SUPPLY CHAIN MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the decision phases in Supply Chain?
2. State the drivers of supplier chain performance.
3. Why is outsourcing needed?
4. What are the benefits of postponement in production to the supply chain?
5. What are multi-echelon supply chain networks?
6. Why is capacity allocation important in Supply Chains?
7. What is cycle inventory?
8. Define risk pooling.
9. What is the use of RFID tags in warehousing?
10. State the features of reverse supply chain.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the role of information as a driver of SCM.

Or

(b) Explain the level and chase strategies in SCM with examples.
12. (a) (i) Explain the process of supplier scoring and assessment. (8)
     (ii) Explain the managerial levers to achieve coordination. (8)

     Or

     (b) Discuss Risk Management is sourcing for supply chains.

13. (a) Explain the gravity location model with an example.

        Or

     (b) Discuss how strategic fit is obtained by a company between its
         competitive strategy and supply chain strategy.

14. (a) Explain the various inventory-related metrics and their measurement.

        Or

     (b) Explain the impact of supply uncertainty on safety inventory.

15. (a) Explain how forecasting can be done in supply chains.

        Or

     (b) Explain Agile supply chains with an example.