

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BE SEM-VII Examination-Nov/Dec.-2011

Subject code: 172505

Date: 29/11/2011

Subject Name: 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) Give ant two definitions of Supply Chain. Describe basic and important characteristics based on these definitions. 07
(b) Which are various modes of transportations? Explain any two in detail. 07
- Q.2 (a) With diagram, explain the model for strategy formulation in Supply Chain Management. 07
(b) State and explain the criteria for selection of source in Supply Chain Management. 07
OR
(b) What do you understand by ‘development of partnership’ in source management? Explain important aspects of it. 07
- Q.3 (a) Define inventory. Discuss the importance of inventory management in Supply Chain. 07
(b) What is third party logistics (3PL)? State advantages of 3PL. 07
OR
- Q.3 (a) Explain the concept of ‘vendor managed inventory’. State its importance with reference to Supply Chain Management. 07
(b) With the diagram, explain how Electronic Data Interchange (EDI) can enhance Supply Chain operations. 07
- Q.4 (a) How are ERP systems useful for Supply Chain Management? Explain. 07
(b) State and explain various types of costs associated with inventory. 07
OR
- Q.4 (a) Explain the concept of Customer Relationship Management (CRM). 07
(b) What do you understand by E- Procurement? State its advantages. 07
- Q.5 (a) What is ‘reverse supply chain’? How is it different from forward supply chain? 07
(b) Mane any three mathematical models useful for modeling Supply Chain operations. Explain any one of them. 07
OR
- Q.5 (a) With the diagram, explain the Supply Chain as creating and delivering value to the organization. 07
(b) Which are the basic components of Supply Chain Management? Explain them. 07
