

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-VII • EXAMINATION – WINTER • 2014

Subject Code: 172505**Date: 29-11-2014****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) Explain the Major Drivers that affects Supply Chain with its neat sketch. **07**
(b) Describe Generic Supply Chain along with its neat sketch and typical characteristics. **07**
- Q.2** (a) Explain “Source Management” in relation with SCM. What are the elements of strategic sourcing? **07**
(b) With an example give a difference between strategic level decision, tactical level decision and operational level decision. **07**
- OR**
- (b) ABC corporation has got a demand for particular part at 10,000 units per year. The cost per unit is Rs 2 and it costs Rs 36 to place an order and to process the delivery. The inventory carrying cost is estimated at 9% of average inventory investment. Determine (i) Economic order quantity (ii) Optimum number of orders to be placed per annum (iii) Minimum total cost of inventory per annum. **07**
- Q.3** (a) What is 3PL? Also discuss its Issues and Requirements. **07**
(b) What are the various modes of transportation? In what case transportation through “Air” mode becomes compulsory? **07**
- OR**
- Q.3** (a) What is the impact of business processes on supply chain management IT? **07**
(b) Write full form of (i) VMI (ii) RFID (iii) EDI (iv) VED (v) B2B (vi) B2C (vii) CRM **07**
- Q.4** (a) What is the importance of E-procurement? Also describe the importance of E-procurement in the context of supply chain. **07**
(b) What is SCOR model? Also describe SCOR model structure. **07**
- OR**
- Q.4** (a) Explain the characteristics of Agile Supply Chain and discuss How to achieve “Agility” in supply chain. **07**
(b) List out different mathematical model used for supply chain operation and explain any ONE of them. **07**
- Q.5** (a) Give any example of Reverse Supply Chain. How Reverse Supply Chain differs from forward supply chain. **07**
(b) What is Supply Chain Integration? How collaboration at various level occurs for successful integration of Supply Chain. **07**
- OR**
- Q.5** (a) Discuss the case of Mumbai Dabbawala highlighting coding technology. **07**
(b) Explain typical features of ERP system. How ERP is differing from SCM? **07**
