

GUJARAT TECHNOLOGICAL UNIVERSITY**M. E. - SEMESTER – II • EXAMINATION – WINTER • 2014****Subject code: 1725005****Date: 04-12-2014****Subject Name: Supply Chain Management****Time: 02:30 pm - 05:00 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 supply chain with suitable chart. **07**
- (b) Explain strategic fit. Briefly explain how it can be achieved. **07**
- 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 **07**
- OR**
- 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 with example also state its limitations **07**
- (b) Identify causes of bullwhip effect and obstacles to coordination in a supply chain. **07**
- OR**
- Q.5** (a) Describe actions that facilitate the building of strategic partnerships and trust within a supply chain. **07**
- (b) Define : vendor evaluation, vendor rating, outsourcing, pareto's law **07**
