

GUJARAT TECHNOLOGICAL UNIVERSITY**M. E. - SEMESTER – III • EXAMINATION – WINTER • 2014****Subject code: 734604****Date: 27-11-2014****Subject Name: Logistics and 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) Why the objectives of 'Total Logistic Cost Concept' and 'Customer Service Concept' are conflicting? How will you balance the same as an efficient SCM Manager? **07**
- (b) What are the primary and secondary objectives of a typical Supply Chain Management? How the same are being achieved efficiently? **07**
- Q.2** (a) What makes SCM a challenging as well as rewarding task? Explain with suitable examples. **07**
- (b) Explain the impact of inventory management, distribution strategies and demand forecasting on the efficient operation of supply chain. **07**
- OR**
- (b) Explain with suitable examples on what basis you will select 'push' or 'pull' supply chain design. **07**
- Q.3** (a) Why majority of automobile industries are adopting supplier tierisation? **07**
- (b) Explain the impacts of Bar coding and RFID in making supply chain operations more effective giving suitable examples. **07**
- OR**
- Q.3** (a) Explain 'Cross docking' and 'Trans-shipment' with respect to SCM giving suitable examples. **07**
- (b) Explain 'Milk round system' and 'Hub and Spoke system' with respect to SCM giving suitable examples. **07**
- Q.4** (a) Explain the terms 'Purchasing', 'Procurement' and 'Sourcing' with respect to supply chain management operations. **07**
- (b) How will you decide whether to go for a conventional two-bid tender system or simple quotation/offer for procurement? **07**
- OR**
- Q.4** (a) Explain the concepts of 'Customized Pricing' and 'Dynamic Pricing' with suitable examples. **07**
- (b) Describe the impact of a good Customer Relationship Management (CRM) system on SCM operations for a FMCG corporate. **07**
- Q.5** (a) ERP enabled SCM operations are more efficient and effective for multinational corporates. ñ Justify the statement with suitable examples. **07**
- (b) Explain the benefits of e-tendering system. **07**
- OR**
- Q.5** (a) Briefly explain following terms used to measure supply chain performance. **07**
(i) Procurement time (ii) Production cycle time (iii) Cash to cash time
- (b) Explain the impact of collaborative planning on SCM performance. **07**
