

PARUL UNIVERSITY
FACULTY OF ENGINEERING & TECHNOLOGY
M.Tech. Winter 2019-2020 Examination

Semester: 3
Subject Code: 203208232
Subject Name: Supply Chain Management

Date: 26/11/2019
Time: 10.30 am To 1.00 pm.
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

- Q.1** A) Differentiate supply chain management and logistics management. (05)
- B) What is green supply chain management? What are its benefits? (05)
- C) Briefly explain the role of information technology in SCM. (05)
- Q.2** Answer the following questions. (Attempt any three) (Each five mark) (15)
- A) Draw the benchmarking wheel and explain each step in detail.
- B) What is MRP? Explain the steps involved in preparing MRP.
- C) What are the factors influencing distribution network of a supply chain?
- D) Explain the concept of balanced scorecards. What are its four perspectives?
- Q.3** A) What are the cross-functional drivers of supply chain management? Briefly explain all. (07)
- B) What are the four phases of network design in a supply chain? Briefly explain all with suitable examples. (08)

OR

- B) Explain any 2 of the following distribution networks of supply chain:
- a. Manufacturer or Distributor Storage with Customer Pickup (08)
- b. Manufacturer storage with direct shipping and in-transit merge
- c. Distributor Storage with Last mile delivery
- Q.4** A) Explain the concept of CRM? Why is CRM important in a supply chain? What are the 3 phases of CRM? Explain with example. (07)

OR

- A) Differentiate efficient and responsive model of reverse supply chain management with neat diagram. (07)
- B) What is bullwhip effect? What are the causes of variability that leads to this effect? How can this effect be reduced? Explain with examples. (08)