

PARUL UNIVERSITY
FACULTY OF ENGINEERING & TECHNOLOGY
M.Tech., Summer 2018 Examination

Semester: 2
Subject Code: 03218152
Subject Name: Supply Chain Management

Date: 21/5/2018
Time: 2:00pm to 4:30pm
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 how strategic fit can be obtained in a supply chain. What are the obstacles in achieving it?

Q.3 A) What are the cross-functional drivers of supply chain management? Briefly explain all. **(07)**

B) The demand for a product during the last 9 years is given below. Estimate the demand for the next two years by the method of regression (Least squares). Also plot the line of best fit showing deviation in all the data points. **(08)**

Year	1	2	3	4	5	6	7	8	9
Units	124	135	145	150	167	157	161	170	187

OR

B) Explain the performance characteristic of any 2 of the following distribution networks:

- 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) Explain the concept of balanced scorecards. What are its four perspectives? Explain all in detail using suitable examples. **(08)**