

**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: DSCM/PGDSCM

Examination: June 2017

Subject: Supply Chain Management

Semester: II

Course : New

Marks : 70

Date: 18.06.2017

Time: 11.00 a.m. to 2.00 p.m.

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Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

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**Q.1) Attempt any 2 out of 4**

**(Marks: 2X5=10)**

- a) Supply chain relationships are based on collaboration for mutual benefit of the members of the supply chain. Explain the key steps in designing effective supply chain relationships.
- b) Operational performance is a key dimension of customer service. Do you agree or disagree with this statement? Justify your answer giving suitable examples.
- c) SCM is involved with integrating three key flows, between the different stages, across the boundaries of the companies. Explain these flows in brief.
- d) What is benchmarking? Taking an organization of your choice, explain how benchmarking has helped improve its supply chain.

**Q.2) Write Short Notes on any 2 out of 5**

**(Marks: 2X5=10)**

- a) Value stream mapping
- b) Supply Alliances with a suitable industry example
- c) Network sourcing strategy
- d) Cost leadership strategy
- e) Typical order fulfillment cycle

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) Elaborate on the quality management principles derived by ISO.
- b) As a SCM consultant, recommend an approach for developing a supply chain performance measurement system.
- c) Write a detailed note on demand management. How can effective use of demand data help organizations?
- d) What are the behavioural obstacles that occur in the supply chain? How can they be overcome?
- e) Explain in detail the steps involved in the Procurement Cycle of a manufacturing organization.

a) Write a detailed note explaining the various levels at which supply chain management operates.

b) As a supply chain manager of a manufacturing organization, you are planning the materials management within your supply chain. Describe in detail the sub-functions associated with the materials function that you will consider.

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