

SVKM's NMIMS
School of Distance Learning

Programme: ADSCM/ DSCM/ PGDSCM

Academic year: 2011 – 2012

Semester: II

Subject: Basic Supply Chain Management

Course Old

Marks 70

Date: 29.12. 2011

Time: 3.00 p.m. to 6.00 p.m.

Instructions:

Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer book, which is provided for their use. Figure in brackets indicates full marks.

Q.1. Write briefly on any two of the following: (10 Marks)

- a. What do you mean by functional barriers / silos?
- b. State Primary Activities in a Supply Chain.
- c. Customer Order importance in supply chain.
- d. What do you mean by Value Chain?

Q.2 Write Short Notes on any 2 out of 5 (10 Marks)

- a. Enablers of SCM.
- b. Some easy methods to Cost Reduction.
- c. Keiretsu Network.
- d. Extended Supply Chain.
- e. Returned Goods.

Q.3. Attempt any 3 out of 5 (30 Marks)

- a. What are the factors that brought Supply Chain Management in the forefront of business strategies? Give specific examples.
- b. Explain Porter's 5 forces of Competition and its impact on Supply Chain, especially in the area of procurement.
- c. Draw an outline of the major Downstream and Upstream activities and performance in a Supply Chain umbrella.
- d. Structural & HR Management is considered key enablers in supply chain improvement. Give in detail the attributes that need to be in place in these enablers, if supply chain has to succeed.
- e. What is collaborative Supply Chain Strategy? With whom will an organization collaborate and what would be the nature of the collaboration?

Q.4. Answer the following questions (20 Marks)

- a. Every organization has 5 major business systems tightly interconnected within. Explain the type of major decisions that needs to be taken at each of these basic systems to create an effective supply chain system.
- b. In what ways the current Integrated Supply Chain Management approaches differ from the old?