

SVKM's NMIMS
NMIMS Global Access – School for Continuing Education

Programme: PGDSCM

June 2013 Examination
Subject: Advanced Supply Chain Management

Semester: IV
Course New
Marks 70

Date: 21.06.2013

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.

NB

- Answer each new question on a fresh page.
- All questions to be answered.
- Figure in brackets indicates full marks.

Q1. Answer briefly on any two of the following: (10 marks)

- a. Describe the risks in Sourcing .
- b. What is the concept/phases are there in supply chain management?
- c. Write short note on : Chase strategy.
- d. Explain network sourcing.

Q2. Answer briefly on any two of the following: (10 marks)

- a. Write short notes on: Holding cost and production cost
- b. Write short note on : Assortment
- c. What are the factors affecting optimal level of inventory?
- d. Why is the motor carrier freight transportation the most preferred method of product shipment?

Q3. Answer any three from the following: (30 marks)

- a Describe the five modes of transportation, identifying the most significant characteristics of each. What is the basic concept behind intermodal movement?
- b What are the steps in the process of logistics network design? Which of these steps is most relevant in the ultimate decision on specific site selection?
- c Explain revenue management for inventory assets.
- d "Demand management helps organizations to use their resources and production capacity more effectively." Explain how it does this.
- e What is the role of IT in forecasting? Explain.

Q4. Answer these questions:

(20 marks)

- a What is the impact of e-business on supply chain ? Explain with a suitable example.
- b What do you mean by internal and external integration? Explain supply chain integration framework in detail.

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