

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: DSCM/PGDSCM

Academic year: 2012 – 2013  
Subject: Supply Chain Management  
Date: 10.01.2013

Semester: II  
Course : New  
Marks : 70  
Time: 11.00 a.m. to 2.00 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: 1. Answer each new questions on a fresh page.  
2. All Questions to be answered.  
3. Figure in brackets indicates full marks.
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Q.1. Answer briefly on any two of the following: (10 marks)

- a) Inventory Carrying Costs
- b) Push & Pull System
- c) SCOR model
- d) MRP I & II

Q.2. Write Short Notes on any two of the following: (10 marks)

- a) What is Bull Whip effect?
- b) What are time lags in Supply Chain?
- c) Forecasting Methods
- d) Draw a flow chart of Procurement Cycle.
- e) The IT strategy in Supply Chain

Q.3. Attempt any 3 (three) out of the following (marks 10 each): (30 marks)

- a) How does order fulfillment cycle link marketing and logistics? Why the function is considered critical?
- b) Explain the concept of Lean Manufacturing, and its positive role in an effective Supply Chain.
- c) Explain in detail Cost Leadership Strategy in Supply Chain.
- d) Outline different types of e-market place models.
- e) Give a summarized overview of key operations in Supply Chain activities.

Q.4. Case Study (20 marks)

A single transaction (for e.g. a product gets picked up at the point of sale) triggers several activities in the Supply Chain. Trace all operational activities, from procurement to dispatch to illustrate the activities that are triggered in the transaction sighted above.

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