

SVKM'S NMIMS UNIVERSITY  
SCHOOL OF DISTANCE LEARNING

Programme:

ADSCM (IV)/PGDSCM (IV),<sup>u</sup>

Subject: Advanced Supply Chain Management

Date: 02-06-2009

Marks: 100

Time : 3 hrs (3.00pm - 6.00pm)

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 to each new question and sub-question to be started on a fresh page.  
2. Figure in brackets indicate full marks.

(1) Attempt any 2 (two) out of four. Marks 5 each – (Total 10 marks)

A	What are the various issues that brought SCM in the forefront?
B	What are Service Standards?
C	Internal functional conflicts need to be eliminated. What are your suggestions?
D	Explain some easy methods to cost control in Supply Chain.

(2) Write Short Notes on Any 3 (three) out of the 5 following) – 5 m (Total 15 marks)

a	Supply Chain capabilities	D	The Bill of Rights
b	Knowledge Management	E	Benchmarking
c	Issues with SCM		

Attempt any 3 out of Q. Nos. 3 to 7 (marks 15 each)

Q3. Discuss the 5 elements of Supply Chain Integration Strategy.

Q4. What is Supply Risk Analysis? What should an organization do to mitigate the risks in a Supply Chain?

Q5. What benefits do customers seek in products / services they buy?

Q6. What are the issues in managing Supply Chain? How do you tackle them?

Q7. (a) Enumerate the various SC tools; and (b) and write in detail on at least two of these techniques.

Q8. (See page 2)

Contd.

Q8. Case Study (30 marks)

**S**picers paper Inc. was faced with an elemental problem of measuring basic productivity. Spicers is a distributor of high-end paper products to the printing industry. Based in Australia, it has sales of about \$1 billion, a third of which are in the U.S. according to Richard Maron, GM of Distribution and Warehousing at US HQ in S Fe Springs, California.

The Spicers operation is fairly complex. Working out of six locations in the western United States, it ships product in a variety of ways, including cartons, skids, boxes, and gigantic rolls. But when Maron arrived, he had no way of assessing the productivity of its warehouse or delivery personnel.

A more diversified company might have launched an elaborate program for measuring operations down to the minute, then spilled the data onto reams of spreadsheets and management reports. Spicers didn't have that luxury, says Maron. It needed something cheap, simple, accurate – and fast.

Maron was given 30 days or less to come up with a way to measure productivity at each of the US warehouses. The reporting requirements could take no more than 20 minutes out of the 10 to 11 hour days of the WH managers. Exactly what information would you require from the warehouse managers, what formulas would you use, and how would you chart it? **What is your solution?**

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