

SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING
Programme:
DSCM (II), PGDSCM (II), ADSCM (II)

Subject: Basic Supply Chain Management

Date: 29.05.09

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

A	What are the current business imperatives from which emerged the need for SC management?
B	Depict a chart of an "ultimate SC of a firm"
C	Name the participants in an extended Supply Chain and their roles
D	Explain the 5 key SC performance drivers that will define a firm's SC capabilities.

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

a	Role of a manager in Supply Chain	d	Stages of SC evolution
b	Strategic Alliance as a Supply Management enabler	e	The "Bill of Rights"
c	Demand driven Supply Chain assessment		

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

Q3, State a few easy methods to Cost Control in a Supply Chain

Q4. Discuss the 4 measures of Supply Chain performance

Q5. Briefly narrate the assessment based on 6 levels of Supply Chain excellence that can help determine a supply chain's performance & plot a course for improvement.

Q6. Supply Chain capabilities of responsiveness and efficiency come from decisions made about the 5 SC drivers.

Q7. Narrate the challenges facing the supply chain Managers today with a few examples.

Q8. Case Study (see Page 2)

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Case Study – ABC Co.

ABC company is an electronics, aerospace, electrical machinery, semi-conductors, and computer products Company. Its annual sales are nearly Rs.1000 crore. It has manufacturing plants in 5 states and 4 foreign countries. It employs 120000 people worldwide. While it's operations had expanded, its purchasing, warehousing and shipping functions had lagged behind its other business units in effectiveness. Although a JIT system had been installed, problems with materials remained because no one seemed to be accountable when difficulties arose. For example, a recent order from a supplier arrived late at ABC Company's Jamshedpur plant. Purchasing blamed the warehouse and shipping. The warehouse blamed production control. Production control blamed warehousing and purchasing. Shipping claimed that the motor carrier lost the order for several days in Patna, thus delaying delivery. Each function pointed an accusing finger at the other functions.

Discuss:

How the problems faced by ABC Company could be solved by the use of Supply Chain Management? What techniques and tools could the Company adopt to ensure problems with Materials are eliminated?
