

SVKM's NMIMS
School of Distance Learning

Programme : DSCM / PGDSCM

Academic year: 2011 – 2012

Subject: Supply Chain Management

Semester: II

Course New

Marks 70

Date: 04.01.2012

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. Figure in brackets indicates full marks.

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

- A. Time lags in Supply Chain
- B. Seamless concept.
- C. Procurement Cycle
- D. Cost Leadership Strategy in SC

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

- A. Inventory holding cost
- B. Supplier Selection & Evaluation criteria
- C. The Shingo System
- D. Time performance measures
- E. The IT Strategy in SC

Attempt any 3 out of Questions 3 to 7 (30 Marks)

Q.3 How did the supply chain evolve historically? What do you think: is the material function or the logistics function of the supply chain more important? Explain with examples.

Q.4. Explain what customer service is? What is involved in a successful customer service? What are the hard and soft measures of customer service?

Q.5. Give a summarized overview of key operations in SC activities.

Q.6. Give a descriptive analysis of different types of benchmarking.

Q.7. Give a brief outline of different types of e-marketplace models.

Answer both Q.8. & 9 (each carrying 10 Marks) (20 Marks)

Q.8. What is a bullwhip effect and how does it relate to each of the coordination points in the Supply Chain?

Q.9. Why is timely and accurate information critical to integrating logistics activities? What are the types of information that needs to be exchanged between various operational areas?