

SVKM's NMIMS
School of Distance Learning

Programme: PGDSCM

Academic year: 2011 – 2012

Semester: IV

Subject: Advanced Supply Chain Management

Course New

Marks 70

Date: 02.01. 2012

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. Figure in brackets indicates full marks.

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

- a. What is Value Chain?
- b. ERP
- c. Supply Chain Mapping
- d. The SCOR model

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

- a. Role of IT in forecasting
- b. Principle phases of SCM
- c. Risk Management in Forecasting
- d. Pricing under Capacity Constraints
- e. MRP I

Attempt any 3 out of Questions 3 to 7(marks 10 each) (30 Marks)

Q.3. What are the factors responsible for increasing Importance of Supply Chain? Give examples.

Q.4. Explain CPFR Model in detail.

Q.5. What factors drive Supply Chain?

Q.6. Describe the various barriers of Supply Chain Integration. Outline a Supply Chain Integration Framework.

Q.7. Explain Customer Services. What should be the internal and external performance measures to gauge that your customer service is effective.

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

Q.8. Logistic operations are the primary source of providing time and place utility to the customer in a channel arrangement. They also provide value added services in terms of acceptable form of products. Discuss this statement in the context of economies of scale of distribution and overall logistic costs.

Q.9. 'When the partners to a Chain are linked together, it makes an effective Supply Chain ' Discuss this statement with examples.