

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

Programme: DSCM/PGDSCM

Academic year: 2012 – 2013

Subject: Supply Chain Management

Semester: II

Course New

Marks 70

Time: 11.00 a.m. to 2.00 p.m.

Date: 15.07.2012

**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.

**N.B.**

- 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. Demand flow strategy
- b. 3PL
- c. Seamless throughput
- d. Order Management System

**Q.2. Write Short Notes on any two of the following:**

**(10 marks)**

- a. Reasons for holding Inventory
- b. Benchmarking
- c. Relationship between Supply Chain & Value Chain.
- d. Elements involved in Customer Service.
- e. What is a Shingo System ?

**Q.3. Attempt any three out of the following:**

**(30 marks)**

- a. Explain Supply Chain Performance Metrics .
- b. Explain Kaizen in detail with specific examples .
- c. 'Demand Management' helps organization to use their resources more effectively. Explain.
- d. Why do organizations use collaborative forecasting? How do you make this successful?
- e. Give a descriptive analysis of different types of 'Benchmarking' .

**Q.4.**

**(20 marks)**

A single transaction (for e.g. a product gets returned from the retail counter) triggers several activities in the 'Supply Chain'. Trace all operational activities, from procurement to dispatch to return, to illustrate the activities that are triggered in the transaction sighted above.