

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DSCM/PGDSCM

Examination: June 2015
Subject: Supply Chain Management

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 23.06.2015

Instructions:-

1. Answer to each new question to be started on a fresh page.
2. Figure in bracket indicate full marks.

Q1. Attempt any 2 out of 4 (Marks: 2 x5 = 10)

- a) Value Chain
- b) Levels of a supply chain
- c) Statistical Process Control
- d) Supply Chain Information System

Q2. Write short notes (Any 2 out of 5) (Marks: 2 x5 = 10)

- a) SCOR Model
- b) Types of Benchmarking
- c) 3 PL
- d) Types of Distribution Channels
- e) Sourcing strategy

Q3. Attempt any 3 out of 5 (Marks: 3 x10 = 30)

- a) How would you design the Supply Chain for an outlet like Big Bazaar? What are the key customer needs that the store needs to fill?
- b) Describe why do organizations use Collaborative Forecasting? What are the steps required to make it successful?
- c) Explain how the Bullwhip effect relates to the lack of coordination in the supply chain.
- d) Describe the nature of procurement in the supply chain context. How do you relate this to inbound logistics?
- e) What is demand flow strategy and why is it important?

Q4. Attempt both the questions (Marks 2 x10 = 20)

- a) What can be the criteria for supplier selection and evaluation? Why the process is considered important?
- b) What are the different methods of 'continual improvement'? Write short notes on three such methods.
