

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DSCM/PGDSCM

Examination: June 2016

Subject: Supply Chain Management

Date: 18.06.2016

Semester: II

Course : New

Marks : 70

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

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Taking an example of an organisation or industry of your choice, explain postponement strategy in the supply chain.
- b) Explain, using suitable examples, the two functions that Kaizen focuses on.
- c) Explain the various service outputs that distribution channels produce.
- d) For procuring materials from a supplier, the first step is to define specifications. Explain the major sources of specifications?

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Single sourcing strategy
- b) Different types of supply chain uncertainty
- c) Common approaches to forecasting
- d) Logistics quantification pyramid
- e) Steps required for performing a Value Chain Analysis

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) An automobile manufacturer procures components from various OEMs. Describe the varied criteria that will be used by the automobile manufacturer for selecting the supplier.
- b) Explain the different types of benchmarking, along with their appropriate application.
- c) A manufacturing organization is in the process of deploying a Supply Chain Information System (SCIS). Explain the specific components that the SCIS needs to focus on for optimising the planning and coordination function.
- d) Explain in detail the three fundamental dimensions of customer service.
- e) Differentiate between Physically Efficient and Market Responsive processes of a supply chain.

Q.4) Attempt both the questions

(Marks: 2X10=20)

a) Describe the reasons that lead to the occurrence of behavioural obstacles in the supply chain. How can a supply chain manager overcome them??

b) 'For an organization manufacturing industrial machineries, forming a strategic alliance with a 3PL/4PL can give it significant competitive advantage'. Do you agree or disagree with this statement? Justify your answer in detail.
