

Enrollment No.....



Faculty of Engineering
End Sem (Odd) Examination Dec-2019
OE00048 Supply Chain Management

Programme: B.Tech.

Branch/Specialisation: All

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. The purpose of supply chain management is **1**
 (a) Provide customer satisfaction
 (b) Improve quality of a product
 (c) Integrating supply and demand management
 (d) Increase production
- ii. Which flow includes moving goods from supplier to consumer, as well as dealing with customer service needs? **1**
 (a) Product flow (b) Information flow
 (c) Financial flow (d) Materials flow
- iii. Supply chain distribution often introduces _____ into the economic market. **1**
 (a) Common men (b) Middlemen
 (c) Suppliers (d) Distributors
- iv. Which of the following supply chain costs are not affected by change in the distribution network design? **1**
 (a) Inventories (b) Transportation
 (c) Facilities and handling (d) Customers
- v. Cross-docking is a technique of **1**
 (a) Procurement (b) Inventory
 (c) 3PL (d) Transportation
- vi. Due to small change in customer demands, inventory oscillations become progressively larger looking through the supply chain. This is known as **1**
 (a) Bullwhip effect (b) Net chain analysis
 (c) Reverse logistics (d) Reverse supply chain

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- vii. The electronic integration and management of all procurement activities including purchase request, authorization, ordering, delivery and payment between a purchaser and supplier is known as (a) E-procurement system. (b) E-procurement (c) E-procurement process (d) All of these **1**
- viii. E-procurement aims to improve performance of what is known as the 'five rights of purchasing'. One aim of e-procurement is increasing savings by sourcing items. (a) At the right price (b) Of the right quality (c) From the right source (d) Of the right quantity **1**
- ix. Cranes are used for (a) Lifting and lowering (b) Vertical transportation (c) Both (a) and (b) (d) None of these **1**
- x. 3-PL stands for (a) Three points logistics (b) Third party logistics (c) Three points location (d) None of these **1**
- Q.2 i. What do you mean by supply chain management? What are its objectives? **4**
- ii. Explain 'Achieving Strategic Fit' in supply chains with the help of a suitable example. **6**
- OR iii. Consider the purchase of a can of soda at a convenience store. Describe the various stages in the supply chain and the different flow involved. **6**
- Q.3 i. Identify the key factors to be considered when designing a distribution network. **3**
- ii. What do you mean by network design in supply chain? What are the factors which affect the network design decisions? **7**
- OR iii. Examine the significance of coordination in supply chain? What are the obstacles to coordination? **7**
- Q.4 i. What do you mean by bullwhip effect? What are the consequences of bullwhip effect? **4**
- ii. What do you mean by cross docking? Why cross docking is needed? **6**

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- OR iii. What is warehousing? Explain different function for which warehouse can be used other than the storage. **6**
- Q.5 i. Define purchasing and its types. **4**
- ii. Explain the e – SRM Service functions. **6**
- OR iii. Discuss different types of partnership between the retailer and the supplier. **6**
- Q.6 i. What modes of transportation are best suited for large, low – value shipments? **3**
- ii. Compare the transportation costs for an e- business like amazon.com and a retailer like home depot when selling home improvement materials. **7**
- OR iii. What is 3PL? How does it differ from 4PL? Explain their importance for global logistics. **7**

Marking Scheme
OE00048 Supply Chain Management

Q.1	i.	The purpose of supply chain management is	1
		(c) Integrating supply and demand management	
	ii.	Which flow includes moving goods from supplier to consumer, as well as dealing with customer service needs?	1
		(a) Product flow	
	iii.	Supply chain distribution often introduces _____ into the economic market.	1
		(b) Middlemen	
	iv.	Which of the following supply chain costs are not affected by change in the distribution network design?	1
		(a) Inventories	
	v.	Cross-docking is a technique of	1
		(c) 3PL	
	vi.	Due to small change in customer demands, inventory oscillations become progressively larger looking through the supply chain. This is known as	1
		(a) Bullwhip effect	
	vii.	The electronic integration and management of all procurement activities including purchase request, authorization, ordering, delivery and payment between a purchaser and supplier is known as	1
		(b) E-procurement	
	viii.	E-procurement aims to improve performance of what is known as the 'five rights of purchasing'. One aim of e-procurement is increasing savings by sourcing items.	1
		(a) At the right price	
	ix.	Cranes are used for	1
		(c) Both (a) and (b)	
	x.	3-PL stands for	1
		(b) Third party logistics	

Q.2	i.	Supply chain management	2 marks	4
		Its objectives	2 marks	
	ii.	Achieving Strategic Fit in supply chains	3 marks	6
		Example	3 marks	
OR	iii.	Various stages in the supply chain	3 marks	6
		Different flow involved	3 marks	

Q.3	i.	Factors to be considered when designing a distribution network. 1 mark for each factor	(1 mark * 3)	3	
	ii.	Network design in supply chain Factors which affect the network design decisions	3 marks 4 marks	7	
	OR	iii.	Significance of coordination Obstacles to coordination	3 marks 4 marks	7
Q.4	i.	Bullwhip effect Consequences of bullwhip effect	2 marks 2 marks	4	
	ii.	Cross docking Need of cross docking	3 marks 3 marks	6	
	OR	iii.	Warehousing Function	2 marks 4 marks	6
	Q.5	i.	Purchasing Its types	2 marks 2 marks	4
ii.		e – SRM Service functions. 1 mark for each function	(1 mark * 6)	6	
OR		iii.	Types of partnership between the retailer and the supplier. 1 mark for each type	(1 mark * 6)	6
Q.6		i.	Transportation are best suited for large, low – value shipments 1 mark for each mode	(1 mark * 3)	3
	ii.	1 mark for each comparison	(1 mark * 7)	7	
	OR	iii.	3PL 3PL differ from 4PL Importance for global logistics	2 marks 2 marks 3 marks	7
