



Bahria University

Islamabad Campus

Final-Term Examination (Fall - 2021)

Department of Business Studies

Course: Supply Chain Management

Instructor's Name: Munawwar, Izza, Omer,
Usman and Mariam

Program: BBA [4]-5 (A, B, C, D, E, F and G)

Date of Exam: 19 February 2022

Session: I

Course Code: SCM-360

Max Marks: 40

Duration: 2 hours

- Instructions:
- I. All questions are compulsory.
 - II. There are total 4 questions on 2 pages.
 - III. Marks of the questions have been indicated against each.
 - IV. Use appropriate examples to support your answer.
 - V. Course Learning Objectives (CLOs) have been mentioned against each.

Question 1. During your SCM class you have learned that in a Lean culture waste is defined as anything that doesn't add value to your customer. Processes either add value or waste to the production of a good or service. To eliminate waste, it is important to understand exactly what waste is and where it exists. How well do you know your wastes? Elaborate the origin and the reasons why these are considered as wastes?
(CLO#1&4) (10 Marks)

Question 2. Supply Chain has evolved from *traditional* supply chain to *lean* and then further transformed towards *agile*, with the passage of time. Under this backdrop explain followings: (CLO#1&5)

- a. What is Lean Production? (1 Mark)
- b. Principles of Lean production. (3 Marks)
- c. What is Agile Manufacturing? (1 Mark)
- d. Principles of Agile Manufacturing. (3 Marks)
- e. Characteristics of Agile Manufacturing. (2 Marks)

Question 3. Explain any four from the following: (CLO#1) (10 Marks)

- a. Supply Chain Management.
- b. Cross Docking.
- c. Various types of Warehouses.
- d. The Procurement process.
- e. Impellers of Supply Chain.
- f. Various Design Options for a Distribution Network.
- g. Drivers of Supply Chain.
- h. Obstacles in Achieving Strategic Fit.

Question 4. Briefly explain any five from the following case studies: (CLO#2&4) (10 Marks)

- a. Federal Express or FedEx – Packages Delivery Systems.
- b. Nike – ERP (Enterprise Resource Planning) Implementation Saga/Global Sourcing
- c. Ryanair – Pioneer of Budget Airline
- d. Wal-Mart's Secret of Every Day Low Prices and its Supply Chain management.

- e. Toyota – Just In Time methodology.
- f. McDonald's – Management of its Supply Chain.
- g. Zara's Supply Chain Methodology.
- h. Blue Nile and Diamond Retailing.
- i. Winterland: Designing and optimizing a Supply Chain
- j. National Logistics Management
- k. Dell Inc Production System
- l. Supply Chain Methodology followed by any Pakistan's manufacturing Co.

Good Luck