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18ME764

Sixth Semester B.E. / B.Arch. Semester End Examination, July-August 2021-22

Supply Chain Management

Time: 3 Hours **Max. Marks: 100**

Instructions:	***1.***	***Answer any one full question from each unit.***
	2.	***Assume the missing data***
	3.	
	4.	

		UNIT - I	L	CO	PO	M
1	a.	Define Supply chain Management. With a suitable example explain the push/pull view process.				
			(2)	**(1)**	**(1)**	**(10)**
	b.	Explain how expanding the scope of strategic fit can improve the supply chain performance.				
			(2)	**(1)**	**(1)**	**(10)**
	c.					
			( )	**( )**	**( )**	**( )**
		OR				
2	a.	With a suitable example explain the cycle view in supply chain process.				
			(2)	**(1)**	**(1)**	**(12)**
	b.	Explain the different stages in i. Supply chain ii. Decision phases				
			(2)	**(1)**	**(1)**	**(8)**
	c.					
			( )	**( )**	**( )**	**( )**
		UNIT – II	**L**	**CO**	**PO**	**M**
3	a.	Explain with the graphical representation the factors influencing distribution network				
			(2)	**(2)**	**(1)**	**(12)**
	b.	Explain manufacturer storage with direct shipping and in-transit merge				
			(2)	**(2)**	**(1)**	**(8)**
	c.					
			( )	**( )**	**( )**	**( )**
		OR				
4	a.	Explain the obstacles for achieving strategic fit.				
			(2)	**(2)**	**(1)**	**(10)**
	b.	With a suitable example discuss the impact of E-Business on customer service and cost factor in supply chain.				

Note: L (Level),CO (Course Outcome), PO (Programme Outcome), M (Marks)

			(2)	**(2)**	**(1)**	**(10)**
	c.					
			( )	**( )**	**( )**	**( )**
		UNIT - III	**L**	**CO**	**PO**	**M**
5	a.	The store manager at best buy manufacturing the deskpro computers would like to reduce the optimal lot size from 980 to 200 . For this lot size reduction to be optimal, the store manager wants to evaluate how much the order cost per lot should be reduced? Data given: 1. Desired lot size, Q^*= 200 2. Annul demand D =1,000*12= 12,000units. 3. Unit cost per computer , C = 500 4. Holding cost per year as a fraction of inventory value h= 0.2				
			(3)	**(3)**	**(5)**	**(6)**
	b.	Explain with a suitable example the different modes of transportation and their performance characteristics.				
			(2)	**(3)**	**(5)**	**(14)**
	c.					
			( )	**( )**	**( )**	**( )**
		OR				
6	a.	Discuss the role of cycle inventory in a supply chain				
			(2)	**(3)**	**(1)**	**(10)**
	b.	Explain with a neat block diagram i. Direct shipping network. ii. Direct shipping with milk runs.				
			(2)	**(3)**	**(1)**	**(10)**
	c.					
			( )	**( )**	**( )**	**( )**
		UNIT - IV	**L**	**CO**	**PO**	**M**
7	a.	Discuss all the factors affecting supplier scoring and assessment.				
			(2)	**(4)**	**(5)**	**(12)**
	b.	Explain pricing and revenue management for multiple customer segments				
			(2)	**(4)**	**(5)**	**(8)**
	c.					
			( )	**( )**	**( )**	**( )**
		OR				
8	a.	Explain with a suitable example the concept of design collaboration				
			(2)	**(4)**	**(5)**	**(10)**

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	b.	Explain pricing and revenue management for seasonal demand				
			(2)	**(4)**	**(5)**	**(10)**
	c.					
			( )	**( )**	**( )**	**( )**
		UNIT -V	**L**	**CO**	**PO**	**M**
9	a.	Discuss in detail the information technology(IT) framework				
			(2)	**(5)**	**(5)**	**(10)**
	b.	Discuss the obstacles to coordination in supply chain.				
			(2)	**(5)**	**(5)**	**(10)**
	c.					
			( )	**( )**	**( )**	**( )**
		OR				
10	a.	Comprehend the concept of supply chain coordination and the bullwhip effect and their impact on the supply chain performance				
			(3)	**(5)**	**(5)**	**(12)**
	b.	Explain supplier relationship management				
			(2)	**(5)**	**(5)**	**(8)**
	c.					
			( )	**( )**	**( )**	**( )**

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