**USN**

**18ME764**

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

**Supply Chain Management**

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

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

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| --- | --- | --- | --- | --- | --- | --- |
|  |  | **UNIT - I** | **L** | **CO** | **PO** | **M** |
| **1** | a. | Explain the decision phases in a supply chain. | | | | |
|  |  |  | **( 2 )** | **( 1 )** | **( 1 )** | **(10)** |
|  | b. | Discuss with a block diagram the concept of expanding the strategic scope. | | | | |
|  |  |  | **( 2 )** | **( 1 )** | **( 1 )** | **(10 )** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | OR |  |  |  |  |
| **2** | a. | Explain how a company can achieve strategic fit. | | | | |
|  |  |  | **( 2 )** | **( 1 )** | **(5 )** | **(14 )** |
|  | b. | Define Supply chain management. Explain the cycle view process | | | | |
|  |  |  | **( 2 )** | **(1 )** | **( 5 )** | **( 6 )** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | **UNIT – II** | **L** | **CO** | **PO** | **M** |
| **3** | a. | Explain with the graphical representation the service factors influencing distribution network | | | | |
|  |  |  | **( 2 )** | **(2 )** | **(5 )** | **(10 )** |
|  | b. | With a suitable example explain the role of inventory.  i Role I supply chain  ii. Role in competitive strategy  iii.Components of inventory decision. | | | | |
|  |  |  | **( 2 )** | **(2 )** | **( 5 )** | **(10 )** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | OR |  |  |  |  |
| **4** | a. | Discuss with a neat block diagram the cost factors and service factors in a design distribution network of “Manufacturing storage with direct shipping”. | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  | b. | Discuss the impact of e-business on customer service | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | **UNIT - III** | **L** | **CO** | **PO** | **M** |
| **5** | a. | In a store, demand for the deskrpo computer at best buy is 1000units per month. Best buy incurs a fixed order placement, transportation, and receiving cost of 4000$ each time an order is placed. Eac computer costs best buy $500 and the retailer has a holding cost of 20%. Evaluate the number of computers that the store manager should order in each replenishment lot.  The store manager has the flowing inputs.   1. Annul demand, D = 1000\*12=12,000 units. 2. Order cost per lot, S =$4,000 3. Unit cost per computer, C = $500 4. Holding cost per year as a fraction of inventory value h= 0.2 | | | | |
|  |  |  | **( 3 )** | **(3 )** | **(5 )** | **( 10 )** |
|  | b. | Discuss in detail the concept of tailored transportation | | | | |
|  |  |  | **( 2 )** | **( 3)** | **(5 )** | **(10 )** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | OR |  |  |  |  |
| **6** | a. | Discuss the different modes of transportation. | | | | |
|  |  |  | **( 2 )** | **( 3 )** | **( 1 )** | **( 10 )** |
|  | b. | List and explain any one design options for a transportation network | | | | |
|  |  |  | **( 2 )** | **( 3 )** | **( 5 )** | **(10 )** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | **UNIT - IV** | **L** | **CO** | **PO** | **M** |
| **7** | a. | Discuss the supplier selection and negotiations. | | | | |
|  |  |  | **( 2 )** | **( 4 )** | **( 1 )** | **( 10 )** |
|  | b. | Explain pricing and revenue management for perishable assets | | | | |
|  |  |  | **( 2)** | **( 4 )** | **(5 )** | **(10 )** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | OR |  |  |  |  |
| **8** | a. | Explain with a suitable example the concept of design collaboration | | | | |
|  |  |  | **( 2 )** | **( 4 )** | **( 5 )** | **(10)** |
|  | b. | Explain pricing and revenue management for bulk and spot contracts. | | | | |
|  |  |  | **(2 )** | **( 4)** | **( 5 )** | **(10)** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | **UNIT -V** | **L** | **CO** | **PO** | **M** |
| **9** | a. | Explain customer relationship management. | | | | |
|  |  |  | **( 2 )** | **( 5)** | **( 5 )** | **(10 )** |
|  | b. | Discus managerial levers to achieve co-ordination | | | | |
|  |  |  | **( 2 )** | **(5 )** | **( 5 )** | **( 10)** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |
|  |  | OR |  |  |  |  |
| **10** | a. | Explain the role of information technology in supply chain management.. | | | | |
|  |  |  | **( 2 )** | **( 5 )** | **( 5 )** | **(10 )** |
|  | b. | Discuss the obstacles to coordination in supply chain. | | | | |
|  |  |  | **( 2 )** | **( 5 )** | **( 5 )** | **( 10 )** |
|  | c. |  | | | | |
|  |  |  | **( )** | **( )** | **( )** | **( )** |