

**20MEDE753 -Supply Chain Management  
Question Bank**

SUPPLY CHAIN MANAGEMENT			
Course code: <b>20MEDE753</b>		Total Contact Hours: 45	
Credits: 03		Hours per week: 03	
<b>UNIT – I</b>		9 hours	
INTRODUCTION: Fundamentals -need for supply chain management —evolution- Role in Economy - Importance - customer value, customer service & retention – value of out of stock-setting customer service priorities- Logistics and shareholder value, logistics cost analysis-Principles of logistics costing,			

<b>Sl No</b>		<b>Questions</b>	<b>Mark s</b>
<b>1.</b>	<b>a.</b>	With a neat sketch explain the supply chain of a brewery/ soap manufacturing company.	<b>7</b>
	<b>b.</b>	Discuss on the functions and objectives of Supply Chain Management	<b>7</b>
	<b>a.</b>	With a neat sketch explain the supply chain of a soap manufacturing company.	<b>7</b>
	<b>b.</b>	Elucidate on the prerequisite for implementing SCM more successfully.	<b>7</b>
	<b>a.</b>	Enumerate and explain the different components of logistics costing.	<b>7</b>
	<b>b.</b>	Briefly explain the impact of logistics and customer service on marketing	<b>7</b>
	<b>a.</b>	Briefly explain the impact of logistics and customer service on marketing	<b>7</b>
	<b>b.</b>	Describe the different decision phases of a supply chain.	<b>7</b>

## Unit 2

UNIT – II		9 hours		
Planning the Supply Chain: Logistics strategy- strategy options, designing a logistics strategy, Implementation - Relating Strategy to Lower Decisions - Areas for Decisions in Implementation - Managing Change				
Sl.				

<b>1.</b>	Elucidate on the factors to be considered in the design of a logistics strategy	<b>7</b>
<b>2.</b>	Briefly explain with an example how logistics plays a role in the design of a product	<b>6</b>
<b>3.</b>	Elucidate on the factors to be considered in the design of a logistics strategy	<b>7</b>
<b>4.</b>	Write short notes on Business Process Re-engineering.	<b>7</b>
<b>5.</b>	Briefly explain the following logistics strategies. Time based strategies Environment based strategies Diversification or specialization strategies	<b>4</b> <b>each</b>
<b>6.</b>	What factors affect the choice of logistics strategy? Take an organisation that you are familiar with, and say exactly how you would set about designing a logistics strategy.	<b>7</b>
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<b>8.</b>	Differentiate lean and agile strategy for logistics management.	<b>6</b>
<b>9.</b>		

UNIT – III		9 hours	
Planning Resources and Controlling Material Flow: Types of Planning Capacity Planning - Adjusting Capacity - Tactical Planning - Short-term Schedules- Material Requirements Planning - Extending the Role of MRP -Principles of Just-in-time -Achieving Just-in-time Operations - Extending JIT Along the Supply Chain			
1	With neat sketch explain the different timing and sizes of capacity expansion done to match demand and supply. With neat sketches, explain the various strategies used for timing and sizing capacity expansions in order to match demand and supply.	7	CO3
2	Enumerate and explain the ways of making short term adjustments to match demand and supply.	8	CO3
3	With a neat sketch describe the iterative nature of planning	8	CO3
4	Enumerate and explain most common methods of generating plans.	7	CO3
5	What are the two approaches for scheduling? Explain the four rules of scheduling	8	CO3
6	With a neat sketch explain the procedure for Material Requirement Planning (MRP).	7	CO3
7	Write short notes on MRP I and MRPII	6	CO3
8	Write short notes on ERP	6	CO3
9	Discuss how the view on holding stock changes in the perspective of JIT.	7	CO3
10	“JIT is a way of reducing stock levels, but it is much more than this.” Discuss. Or Explain the wider or extended effects of JIT.	7	CO3
11	Enumerate the benefits and problems of JIT	8	CO3
12	Write short notes on ECR- efficient Consumer Response	7	CO3
13	What are the problems of using ECR? How can these problems be overcome?	7	CO3

UNIT – IV		9 hours	
Synchronous supply chain- extended enterprise and the virtual supply chain- role of information- ‘Quick response’ logistics- Production strategies for quick response- Logistics systems dynamics Sustainable supply chain - The triple bottom line- Greenhouse gases and the supply chain- Reducing the transport-intensity of supply chains – Carbon footprint and supply chain-Reduce, reuse, recycle			
1	Discuss on the benefits of synchronizing Supply Chain	6	CO4
2	Enumerate the steps involved in synchronizing a supply chain.	8	CO4
3	With examples, explain the role of information in supply chain management.	7	CO4
4	Illustrate the contribution of internet in various stages of SCM	8	CO4
5	Write short notes on crossdocking	6	CO4
6	Discuss briefly on ‘Quick response’ logistics		CO4
7	Explain with example, the bull whip effect in logistics. Explain ‘Forrester Effect’ with respect to promotion activity. Discuss the bullwhip effect in supply chain and explain how it is measured.	7	CO4
8	What is triple bottom line? Why is it important?	7	CO4
9	What practical steps can organisations take to improve the transport-intensity of their supply chains?	7	CO4
10	Elucidate on the transportation strategies that can be used by management to help reduce costs.	7	CO4
11	Discuss on the significant implications of SCM at every stage in a company’s value chain in view of sustainability.		CO4
12	Briefly discuss on the 3Rs of sustainable supply chain management		CO4

UNIT – V		9 hours	
<b>Managing risk in supply chain:</b> Understanding the supply chain risk profile- organizing for global logistics – thinking global acting local – The future of global supply chain <b>Supply chain of the future:</b> emerging mega-trends-shifting centres of economic activity, The multi-channel revolution seeking structural flexibility			
SL.no	Questions	Marks	CO
1	Discuss on the effect of gradually shifting center of gravity of SCM towards the point of final demand.	6	CO5
2	Spurred on by the arrival of the Internet, there has been a dramatic growth in recent years of the use of alternative channels of distribution - Comment	7	CO5
3	In light of the Internet's advent, analyze the significant and rapid expansion in the utilization of alternative distribution channels in recent years.	7	CO5
4	Illustrate how the supply chain of future will be different from the conventional one.	7	CO5
5	Elucidate on the key enablers of structural flexibility.	7	CO5
6	Citing some examples explain the multi channel revolution in SCM.	7	CO5
7	Enumerate and explain the sources of risk in the supply chain	7	CO5
8	Explain the steps in developing risk profile for an organization and appropriate management strategies	7	CO5
9	With a neat flow diagram, explain the supply chain risk management process	7	CO5
10	Discuss the key components of a resilient supply chain and explain how they contribute to mitigating disruptions. Provide examples to support your answer	7	CO5
11	Explain the fundamental stages of supply chain risk management and how they contribute to achieving excellence in this area. Provide examples to illustrate your points	7	CO5