Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **14FP2017** | **Duration :** | **3hrs** |
| **Sub. Name :** | **SUPPLY CHAIN MANAGEMENT** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Discuss the difference in supply chain management.  Case 1: when a customer orders a Ramen packet via *Big basket*  Case 2: when he goes and buys it from *Wal-Mart* store.  Identify the push / pull boundary and the processes involved in each case. | CO3 | 20 |
| **(OR)** | | | | |
| 2. | a. | Enlist the various contributors to the supply chain management system and explain their specific role in the supply chain with suitable examples. | CO1 | 10 |
| b. | Illustrate the decision phases of a supply chain management system. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Illustrate the types of the manufacturing process and how they are related in the food sector, elaborating how different food products/ services can be categorized under each process. | CO2 | 10 |
| b. | Describe the types of Transportation System w.r.t supply chain management. | CO2 | 10 |
| **(OR)** | | | | |
| 4. |  | Rahul runs a bakery and confectionary industry. During the past three years, the production capacity and annual turnover have increased. His production capacity has raised from 500 pieces to 1000 pieces. With the increase in production, quality defects are also increasing. Design a supply chain management system for the above-mentioned flow chart in which the quality defects can be reduced and the quantity produced is also not effected. Illustrate the steps needed to implement the management system.  Image result for bread manufacturing flow chart | CO3 | 20 |
| 5. | a. | Zack wants to set up a jam manufacturing unit in Ranchi. He is new to the business. Design a framework for him so that he can reach a wide market of customers. He needs help in selecting the products that he needs to manufacture. Two suppliers have also approached him offering types of equipment installation. Supplier X offers Vaccum cooking kettle worth 50 lakh rupees and supplier Y offers a normal kettle worth 25 lakhs. Justify the suppliers he should select. Outline the strategies he has to adapt to increase his revenue. | CO3 | 15 |
| b. | Paraphrase BullWhip effect in a supply chain system. | CO1 | 5 |
| **(OR)** | | | | |
| 6. | a. | Describe the role of supply chain metrices in an organization. | CO2 | 10 |
| b. | Discuss the importance of IT in supply chain. | CO1 | 10 |
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| 7. | a. | Explain the terms of sustainable production and sustainable processing concerning the food supply chain. | CO2 | 10 |
| b. | Paraphrase the drivers of a distribution system in a supply chain. | CO1 | 10 |
| **(OR)** | | | | |
| 8. | a. | Summarize the logistics of perishables and also enlist the factors that need to be considered when designing perishable cold chains. | CO2 | 12 |
| b. | Elaborate on the concept of outsourcing with any 4 aggregates. | CO1 | 8 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Discuss how customer Service is impacted by E-Business. | CO1 | 10 |
| b. | Paraphrase the contribution of planning, forecasting and replenishment in the supply chain system with suitable examples. | CO2 | 10 |