

CBCS SCHEME

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18IM753

Seventh Semester B.E. Degree Examination, Feb./Mar. 2022

Supply Chain Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Define supply chain. Explain the cycle view of supply chain process. (10 Marks)
b. Explain the major drivers of supply chain performance. (10 Marks)

OR

- 2 a. List and explain the decision phases in a supply chain. (10 Marks)
b. Elaborate supply chain Macro processes in a firm. (10 Marks)

Module-2

- 3 a. List different design options for a distribution network. Explain any two. (10 Marks)
b. List and explain the managerial levers to improve the supply chain profitability. (10 Marks)

OR

- 4 a. Elaborate the impact of E-business on customer service. (10 Marks)
b. Using a case study of DELL. Elaborate the impact of E-business of supply chain on cost. (10 Marks)

Module-3

- 5 a. List and ascertain supply chain risk to be considered during networks design. (10 Marks)
b. Elaborate Tailored risk mitigation strategies. Deployed during network design. (10 Marks)

OR

- 6 a. Elaborate on what criteria manager use in manufacturing sector while making better network design decision under uncertainty. (10 Marks)
b. Elaborate the salient features of :
i) Network optimization model
ii) Gravity location model. (10 Marks)

Module-4

- 7 a. Ascertain the various components of inventory holding cost. (10 Marks)
b. With help of neat sketch, explain the role of safety inventory in supply chain. (10 Marks)

OR

- 8 a. Elaborate the salient features of :
i) Impact of replenishment policies on safety inventory.
ii) Managing safety inventory in a multiechelon supply chain. (10 Marks)
b. Using a case study define cycle inventory. Elaborate the role of cycle inventory in supply chain. (10 Marks)

Module-5

- 9 a. Explain the salient features of reverse logistics, elaborate the benefits of efficient reverse logistics system. (10 Marks)
- b. What is RFID systems, elaborate its application in supply chain using case study of an manufacturing industry. (10 Marks)

OR

- 10 a. Differentiate active RFID tags and passive RFID tags used in supply chain, mention any 4 benefits of RFID is supply chain. (10 Marks)
- b. Elaborate due salient features of :
- i) Lean supply chain
 - ii) Implementation of six sigma in supply chain. (10 Marks)

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