Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ **Total No. of Pages : 02**

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.–4)

SUPPLY CHAIN MANAGEMENT

Subject Code : MBA-945

Paper ID : [A2536]

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Sub sections - I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consists of ONE CASE STUDY carrying EIGHT marks.**

SECTION-A

1. Explain in brief the factors that underlie the decision for strategic alliance in Supply Chain Management.

2. What are the deterministic and stochastic inventory models you know of?

3. Discuss the market channel structures in the distribution management system.

4. How organizations design the distribution networks?

5. Explain the importance of continuous replenishment collaborative planning as a tool for forecasting.

6. Discuss the framework of supplier relationship management.

SECTION-B

SUB SECTION-I

7. Define Reorder point. What is the role of reorder point models in optimizing the level of inventory?

8. What are the obstacles in decision phases in supply chain?

SUB SECTION-II

9. What are the transportation decisions that impact the distribution management system?

10. Discuss the concept of push and pull system in distribution networks.

SUB SECTION-III

11. Explain the objective and importance of demand forecasting in supply chain.

12. Discuss the challenges and key issues in the performance metrics of supply chain.

SUB SECTION-IV

13. What is the impact of e business on supply chain management decisions?

14. Write a detailed note on the financial impact of strategic cost management on supply chain.

SECTION-C

15. Case Study :

The fundamental decision about the “order-quantity decision” isn't “What's the right quantity”? Instead, it is : “Under what circumstances does the choice of the order-quantity make a lot of difference (in terms of the management-cost penalty)”? After all, if the choice of the order-quantity does not make a significant difference, then common sense suggests that the choice of the order-quantity does not matter much; and, therefore, should be made with a focus on making and implementing the order-quantity decision as inexpensively as possible (in terms of its information and implementation costs).

Questions :

a) How does the EOQ model help in minimizing the costs associated with inventory?

b) What are the limitations of EOQ model?