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Total No. of Questions: 10 **Total No. of Pages: 02**

MBA (Sem. 4)
SUPPLY CHAIN MANAGEMENT
Subject Code: MBA-945
Paper ID: A2536

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

INSTRUCTIONS TO CANDIDATES:

1. **Section A contains SIX questions carrying FIVE marks each and students have to attempt any FOUR questions.**
2. **There are FOUR subsections in Section B Attempt only one question from each subsection Carrying EIGHT marks.**
3. **Section C consists of a case carrying EIGHT marks. Analyse the facts given in the Case and answer the questions.**

SECTION A

1.

a) What is supply chain management? Explain its objectives.

b) Explain strategic fit with the help of suitable example.

c) Classify various types of deterministic inventory models.

d) Discuss advantages of transportation decisions.

e) Discuss role of coordination in supply chains.

f) What is impact of e-business iii supply chain'?

SECTION B

Sub-Section-I

2. What is supply chain planning? Explain supply chain strategic.

3. What is value chain management'? Discuss strategic alliance in detail.

Sub Section-II

4. What is capacity planning? Explain tools is and techniques used for capacity planning.

5. Explain supply chain distribution decisions in detail.

Sub-Section-III

6. Explain role of partnership and trust in supply chain management with the help of suitable examples.

7. What is Balanced Score Card'? Explain its role to manage supply chains.

Sub-Section-IV

8. What is internal supply chain management? Explain volume leveraging in detail.

9. What is supplier relationship management? Explain role of IT in managing supplier relations.

SECTION C

10. CASE: INVENTORY MANAGEMENT AT THE ONSET OF ECONOMIC DEPRESSION IN INDIA

The global economic depression stuck India in September-October. 2008. There was a slump in the demand due to depressed demand. Customers were not ready to spend. By now, US market had already witnessed a similar, but more aggressive economic downturn. During this time, the supply chain of Indian auto sector started getting choked with raw-material, work-in-progress inventory. and finished vehicles at different stages. Sources within a leading auto manufactures in India said. "It has been seen in the month of October (of year 2008) across the industry that unavailability or finance coupled with the high interest rate is forcing the customers to postpone purchases."

Tata Motors understood it well that immediate steps must be taken to match demand with supply and avoid unnecessary build-up or inventories in the companies or with its dealers. Therefore, to tackle the slump in demand, it decided to shut down its Jamshedpur plant, which produces commercial vehicles. The process started initially for three days, starting from November 6 and again for 5 days, starting from November. 25. In its other plant at Pune, which has a strong well-trained work force of 10.000, Tata Motors produces passenger cars like Indica. Indigo, Safari, and Sumo and also light medium and heavy vehicles. This plant was temporarily planned to stop production during November 21 to 26. Similarly, the Lucknow plant of Tata Motors manufactures a range of buses including low-floor CNG and high-capacity buses. This plant took a similar block closure from November 10 to November 15, 2008.

Other auto manufacturers were no way different. The Hinduja Group's Ashoka Leyland also started the pinch of high inventory due to slump in the market. It decided to bring down the manufacturing at its Chennai plant to just three days per week. Almost all manufacturing sectors in India went through this phase at that point of time.

Government suggestion to the industry was quite interesting. According to the then Finance Minister. Mr. P. Chidambaram this situation was entirely manageable and within industry's control as he further said in an interview that cutting down the production by planned closure of manufacturing is a short-sighted app roach. There is a need to stimulate the demand by cutting down the price and providing liquidity in the market.

Questions:

1. Why did the Finance Minister advocate non-closure of manufacturing? Do you expect a cascading effect of economic depression due to planned closure?
2. Other than planned closure of manufacturing units. what are the other ways to flush out supply chain inventory?