

Roll No.

Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem-4)

SUPPLY CHAIN AND LOGISTIC MANAGEMENT

Subject Code : MBA-953-18

M.Code : 78029

Date of Examination : 01-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.**

SECTION-A

1. Define the following :

- a) Procurement cycle
- b) Supply chain design.
- c) Supply chain profitability
- d) Safety stock
- e) Design collaboration
- f) Supply chain contracts
- g) Reverse logistics
- h) Bar codes.

SECTION-B

UNIT-I

2. What are some strategic, planning and operational decisions that must be made by apparel retailer like The Gap?
3. Explain the different levels of supply chain maturity obtaining in different regions of the world as a prerequisite to understanding operation of global supply chains.

UNIT-II

4. Consider a firm such as Dell, with very few production facilities worldwide. List the pros and cons of this approach and why this approach and why it may or may not be suitable for computer industry.
5. Explain various techniques of facility location with the help of suitable examples.

UNIT-III

6. Explain supply chain planning and management in details with the help of suitable examples.
7. What are transportation decisions? Explain product pricing in details.

UNIT-IV

8. What is the role of e-business in supply chain management? Discuss any e-business framework.
9. What is internal supply chain management? Explain the role of information technology (IT) in supply chain management.

SECTION-C

10. TOYOTA: A GLOBAL AUTO MANUFACTURER

Toyota Motor Corporation is Japan's top auto manufacturer and has experienced significant growth in global sales over the last two decades. A key issue facing Toyota is the design of global production and distribution network. Part of Toyota's global strategy is to open factories in every market it serves. Toyota must decide what the production capability of each of the factory will be, as this has a significant impact on the desired distribution system. At one extreme, each plant can be equipped only for local production. At the other extreme, each plant is capable of supplying every market. Prior to 1996, Toyota used specialized local factories for each local market. After the Asian financial crisis in 1996/97, Toyota redesigned its plants so that it can also export to markets that remain strong when the local market weakens. Toyota calls this strategy "global complementation."

Whether to be global or local is also an issue for Toyota's parts plants. Should they be designed for local consumption or should there be few parts plants globally that supply multiple assembly plants? For any global manufacturer like Toyota, one must address the following questions regarding the configuration and capability of supply chain.

Questions :

- a) What kind of flexibility should be built into the distribution system?
- b) Should plant be able to produce for all markets or only specific contingency markets?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.