



**P.E.S. College of Engineering, Mandya - 571 401**  
*(An Autonomous Institution affiliated to VTU, Belgaum)*  
**Seventh Semester, B.E. - Industrial and Production Engineering**  
**Semester End Examination; Dec. - 2015**  
**Supply Chain Management**

Time: 3 hrs

Max. Marks: 100

*Note: Answer any FIVE full questions, selecting at least TWO full questions from each part.*

**PART - A**

- 1 a. Describe the cycle and push pull views of a supply chain. 10
- b. Discuss the importance of expanding the scope of strategic fit across the supply chain. 10
- 2 a. Discuss the strengths and weaknesses of various distribution options. 10
- b. Explain the factors influencing supply chain network design decisions. 10
- 3 a. Describe the models for facility location and capacity allocation of network optimization. 10
- b. What do you understand in the methodologies used to evaluate supply chain design decisions? 10
- 4 a. Explain the factors that influence the required level of safety inventory. 10
- b. Describe the factors affecting the optimal level of product availability. 10

**PART - B**

- 5 a. Explain the different factors of supplier scoring and Assessment. 10
- b. Describe the buyback contract and Revenue sharing contracts. 10
- 6 a. Explain the different modes of transportation. 10
- b. Discuss key drivers that may be used to tailor transportation. 10
- 7 a. Describe supply chain coordination the bullwhip effect and their impact on supply chain performance. 10
- b. Discuss managerial levels that help to achieve coordination in supply chain. 10
- 8 a. Describe the supply chain macro processes. 10
- b. Explain the role of IT in a supply chain. 10