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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 - 2016/Jan - 2017
Supply Chain Management

Time: 3 hrs

Max. Marks: 100

Note: Answer **FIVE** full questions, selecting **ONE** full question from each unit.

UNIT - I

- 1a. What is supply chain Management? Describe with a neat sketch supply chain stages. 10
 b. Explain the various decision phases in a supply chain. 10
 2 a. Describe how the strategic fit achieved? 10
 b. Write a note on Drivers of supply chain performance. 10

UNIT - II

- 3 a. Explain any five factors influencing distribution network design. 10
 b. With a neat sketch explain distributor storage with a carrier delivery. 10
 4. Write a short note on the following :
 a) Impact of uncertainty on network design 5
 b) Discounted cash flow analysis 5
 c) Evaluating Network design decision using decision tree. 10

UNIT - III

- 5 a. Discuss an expression for the log size for simple product (EOQ) and multiproduct. 10
 b. Explain the impact of supply uncertainty. 10
 6 a. Write a short note on the following :
 i) Trade promotions 15
 ii) The role of safety inventory in a supply chain
 iii) Optimum level of product availability.
 b. Describe the managerial levers to improve supply chain profitability. 5

UNIT - IV

- 7 a. What are the modes of transportation? Explain each briefly. 14
 b. Mention the pros and cons of different transportation networks. 6
 8. Write a short on the following :
 a) The role of IT in pricing and revenue management 5
 b) Using pricing and revenue management in practice 10
 c) Pricing and revenue management for seasonal demand. 5

UNIT - V

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| 9 a. | Explain the various obstacles to coordination in supply chain. | 15 |
| b. | Write a note on managerial levers to achieve coordination. | 5 |
| 10. | Write a short note on the following : | |
| a) | The Role of IT in supply chain | |
| b) | CRM | 20 |
| c) | RFID system | |
| d) | Lean supply chains. | |

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