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# P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Seventh Semester, B.E. - Information Science and Engineering

Semester End Examination; Dec - 2017 / Jan - 2018

## Supply Chain Management

Time: 3 hrs

Max. Marks: 100

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

### UNIT - I

- 1 a. Give the notion of a supply chain. Discuss the stages of detergent supply chain in detail. 10
- b. Briefly discuss the importance of supply chain decisions. Discuss any one key supply chain decision phase. 6
- c. Classify the supply chain macro process in a firm. 4
- 2 a. How is strategic fit achieved? Discuss the basic steps involved. 8
- b. Discuss the various issues affecting strategic fit. 6
- c. Discuss the importance of expanding the scope of strategic fit across the supply chain. 6

### UNIT - II

- 3 a. With a neat diagram, discuss the framework for structuring drivers. 8
- b. Discuss the facility-related metrics that influence supply chain performance. 6
- c. Describe the key component of pricing decision that affects supply chain performance. 6
- 4 a. Discuss the abstracts to achieving strategic fit in detail. 10
- b. Discuss the factors influencing distribution network design in detail. 10

### UNIT - III

- 5 a. Discuss the models for facility location and capacity location. Explain any one in detail. 10
- b. Discuss the roll of IT in network design in detail. 10
- 6 a. Explain the characteristics of forecasts in detail. 8
- b. Explain the Static and Adaptive forecasting methods in detail. 12

### UNIT - IV

- 7 a. Briefly explain the role of cycle inventory in a supply chain. 10
- b. Explain the two commonly used lot size-based discount scheme detail. 10
- 8 a. Briefly discuss the role of safety inventory in a supply chain. 10
- b. Explain the impact of aggregation on safety inventory. Illustrate with an example that have an impact of coroulution on value of aggregation. 10

### UNIT - V

- 9 a. Discuss the role of sourcing in a supply chain. 6
- b. Discuss the various mechanisms that third parties can use to grow the surplus. 8
- c. Discuss the risks of using a third party. 6
- 10 a. Discuss Pricing and Revenue management for seasonal demand and for bulk and spot contracts. 10
- b. Explain Pricing and Revenue management in practice. Discuss the steps involved. 10