



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

(An Autonomous Institution affiliated to VTU, Belagavi)

**Third Semester, Master of Business Administration (MBA)**

**Semester End Examination; Dec - 2017/Jan - 2018**

**Supply Chain Management**

Time: 3 hrs

Max. Marks: 100

*Note: Answer any FOUR full questions from PART - A and PART - B (Case study) is compulsory.*

### PART - A

- 1 a. Discuss the need of SCM today's and explain the needs of supply chain Driver's. 10  
 b. Explain how supply chain process has changed over period of times? 10

**OR**

- 2 a. Explain Basic principles of manufacturing management. 10  
 b. Discuss essentials of Lean manufacturing principles. 10  
 3 a. Discuss the characteristics of forecasting effects. 10  
 b. Explain the concept of Customer Order Decoupling Point (CODP). 10

**OR**

- 4 a. Discuss the role of purchasing cycle. 10  
 b. Explain the importance of material requirement planning. 10  
 5 a. Explain the elements of Logistic's management. 10  
 b. Explain the various types of operations of warehouse in today's business word. 10

**OR**

- 6 a. Discuss key components of Fourth Party Logistic's (4PL). 10  
 b. Define supplier selection and contract negotiation term in SCM. 10  
 7 a. Discuss in brief the obstacles to co-ordination in supply chain. 10  
 b. Briefly discuss the causes of Bullwhip effects. 10

**OR**

- 8 a. Explain the need for CPFR management in today's industry. 10  
 b. Explain the role of IT in SCM. 10

### PART - B

#### Case Study (compulsory)

9. MTR is Pvt. Ltd a cash rich company in a leading food processing company from Bangalore having branch all over India, they sell their one of their popular brand in the name "MTR Natural Sarbat".

They have a modern plant which is located in Mandya the raw materials purchased to produce Sarbat from various fruit cultivator's in Mandya area. To make effective localized purchase they have procurement centres that are located nearby areas in each procurement centres they have cold storage facilities, the Fruit's are transported from this procurement centre to factory using Hired truck, while transit fruits from warehouse to factory, there were shortage and also damages that varied from 15% to 25% and also there were inconsistency in transit time.

Entry of new competitor in Sarbat category has increased pressure in "MTR Natural" now management wants to come out with new strategies to give stiff competition and retain No.1 position management wants to appoint you as Logistic's head and your job is to streamline the Business identify the problems in transit and warehouse so that company can fit to increase market share and margin.

**Questions:**

- i) Suggest proper transportation policy to ensure minimum transportation loss of fruits and Sarbat and reduction of packaging cost. 10
- ii) Suggest the appropriate distribution method to maintain the Quality of Sarbat. 10

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