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P.E.S. College of Engineering, Mandya - 571 401
 (An Autonomous Institution affiliated to VTU, Belagavi)
Seventh Semester, B.E. - Industrial and Production Engineering
Semester End Examination; Dec. - 2019
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. What is supply chain? List and explain decision phases in supply chain. 10
 b. Discuss the competitive and supply chain strategies. 10
 2 a. Discuss the importance of expanding the scope of strategic fit across the supply chain. 10
 b. Explain the Major drivers of supply chain performance. 10

UNIT - II

- 3 a. List and explain the factors influencing distribution network design. 10
 b. Explain the role of Network design in a supply chain. 10
 4 a. Develop a frame work for making network design decisions. 10
 b. Explain the concept of network design decision using decision trees. 10

UNIT - III

- 5 a. Describe the impact of trade promotions schemes in a supply chain. 10
 b. Describe the different measures of product availability in a supply chain. 10
 6 a. Explain the role of safety inventory in a supply chain. 10
 b. List and explain the supply chain contracts and their impact on profitability. 10

UNIT - IV

- 7 a. Explain the different factors of supplier scoring and assessment. 10
 b. Evaluate the strengths and weakness of different modes of transportation. 10
 8 a. Explain the Tailored transportation with suitable example. 10
 b. Write a note on revenue management for seasonal demand, bulk and spot customer applications. 10

UNIT - V

- 9 a. Describe the supply chain coordination and the bullwhip effects and their impact on performance. 10
 b. Explain the obstracles to coordination in a supply chain. 10
 10 a. Describe the managing supply chain relationships for cooperation and trust. 10
 b. Explain the importance of information and information technology in a supply chain. 10

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