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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; Jan. / Feb. - 2021
Supply Chain Management

*Time: 3 hrs**Max. Marks: 100**Note: Answer FIVE full questions, selecting ONE full question from each unit.***UNIT - I**

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|------|---|---|
| 1 a. | Explain different stages of supply chain with figure. | 8 |
| b. | Discuss cycle view of supply chain processes. | 7 |
| c. | Explain Push / Pull view of the supply chain. | 5 |
| 2 a. | What is meant by strategic fit? Explain how a company will achieve the strategic fit? | 5 |
| b. | Explain the challenges of achieving and maintaining strategic fit. | 8 |
| c. | Discuss the different issues in expanding strategic scope. | 7 |

UNIT - II

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| 3 a. | Explain different factors which influence the distribution of network design. | 7 |
| b. | What are different distribution network designs which are used to move product from factory to customer? | 8 |
| c. | Describe the key component of pricing decision that affects supply chain performance. | 5 |
| 4 a. | Explain different factors which influence the network design decisions. | 10 |
| b. | Explain with neat diagram, the framework for network design decisions. | 10 |

UNIT - III

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| 5 a. | Explain different characteristics of forecasts. | 5 |
| b. | What are different forecasting methods? Explain. | 5 |
| c. | Explain different approaches to demand forecasting. | 10 |
| 6 a. | Explain the role of IT in forecasting. | 5 |
| b. | Explain the reasons behind the increase in demand. | 5 |
| c. | Explain the factors that influence the timing of promotions. | 5 |
| d. | Explain the different stages to implement sales and operations planning in practice. | 5 |

UNIT - IV

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| 7 a. | Explain in detail the role of cycle inventory in a supply chain. | 10 |
| b. | Why do suppliers offer quantity discounts? Explain. | 5 |
| c. | Explain how to aggregate a multiple products in an order? | 5 |
| 8 a. | Explain in detail the role of safety inventory in a supply chain. | 10 |
| b. | Explain the factors affecting the level of safety inventory. | 10 |

UNIT - V

- 9 a. Explain the role of sourcing in a supply chain. 5
- b. Explain various mechanisms that third parties will use to grow the surplus. 10
- c. Explain strategic factors in sourcing. 5
- 10 a. Explain the impact of incentives when out sourcing. 10
- b. Discuss the various practices of pricing and revenue management. 10

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