



## 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; Jan. / Feb. - 2021**

**Supply Chain Management**

Time: 3 hrs

Max. Marks: 100

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

Q. No.	Questions PART - A	Marks
1 a.	What is Supply Chain Management? State its objectives and importance.	10
b.	What is supply chain planning? Explain briefly strategic, operational and tactical planning.	10
<b>OR</b>		
2 a.	What special role do supply chains play in the globalization of organizations?	10
b.	What is Material Requirement Planning? Discuss the principles and structure of Materials Requirement Planning?	10
3 a.	What are some of the ways that a firm benefits from good sourcing decisions?	10
b.	Explain the concept of Collaborative Planning Forecasting and Replacement (CPFR).	10
<b>OR</b>		
4 a.	Explain the elements of Logistics Management.	10
b.	How do outbound logistics systems relate directly to needs of customer?	10
5 a.	Describe the different distribution strategies.	10
b.	Illustrate the competitiveness of Indian manufacturing from Indian scenario.	10
<b>OR</b>		
6 a.	Explain the supply Chain Management framework and its components.	10
b.	Explain concepts of world class manufacturing.	10
7 a.	Illustrate the importance of developing strategic thinking in manufacturing.	10
b.	What are the various managerial levels that help to achieve coordination in the supply chain?	10
<b>OR</b>		
8 a.	'Information systems facilitate supply chain arrangement'. Explain with a diagram how the various modules of SCM ensure this?	10
b.	Justify Is India leading towards world class manufacturing.	10

**PART - B (Case Study Compulsory)****9. Whirl Pool SC system**

Whirlpool's problems with its supply chain, illustrates the critical role of supply chain in business. Whirlpool lost sales because it could not balance supply with demand across multiple distribution sites and locations to make sure the right stores and warehouses at the right time.

The company needed better control over its supply chain like all large firms. Whirlpool has several hundred main suppliers of parts and these suppliers in turn have hundreds of suppliers of basic parts and raw materials. Altogether whirlpool deals with several thousands of firms that sell everything from steel and plastic assemblies to computer chips and controls that end up in Whirlpool's appliances. Coordinating with all these firms so that right parts show up at the Whirlpool factories just at the right time and that the right amount by finished appliances actually ordered by the customers are in the warehouses was a major problem.

Replacing outdated system with Supply Chain Management software from i2 technologies improved coordination of Whirlpool inventory with demand raising sales, lowering costs ultimately increasing profitability.

**Questions:**

- a. Explain the role of MIS in Supply Chain Decisions. 10
- b. What measures do you suggest for uninterrupted supply activities to increase the profitability of Whirlpool? 10

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