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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; February / March - 2022

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.

PART - A

- 1 a. Identify the changing business environment which represents SCM. 10
- b. Compare the traditional SC approach and modern supply chain approach and evaluate the decision phases in both the approaches. 10

OR

- 2 a. Explain the different classification of manufacturing concepts. 10
- b. Illustrate packaging. Explain the different types of packaging with examples. 10
- 3 a. Explain the principles of logistics costing. Explain the concept of mission based working. 10
- b. What is fleet management? What is the purpose of fleet management? 10

OR

- 4 a. Discuss the goal of supply chain and explain how a supply chain decision affects the success of a firm? 10
- b. Explain the impact of responsiveness and efficiency of each of the major drivers of supply chain performance. 10
- 5 a. Illustrate the elements of distribution management. 10
- b. Discuss the various concepts in world class manufacturing. 10

OR

- 6 a. In what way does supply chain flow affect the success or failure of a firm such as Amazon? List two supply chain decisions, which have a significant impact on supply chain profitability. 10
- b. A speciality chemical company is considering expanding its operations in Brazil, when five companies dominate the consumption of speciality chemicals, what sort of description network should this company utilize. 10
- 7 a. Explain the role of safety inventory in supply chain. 10
- b. Compare and analyze between private and public warehouses. 10

OR

- 8 a. Illustrate the competitiveness of Indian manufacturing sectors. 10
- b. Explain the strategies of IT used in manufacturing sectors. 10

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

A whirlpool problem with its supply chain illustrates the critical role of supply chain management 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 the end up in whirlpool appliances. Coordinating all these firms so that right parts show up at the whirlpool factories just at the right time and that the right amount of finished appliances actually ordered by the customers are in the warehouses was a major problem.

Replacing outdated system with SCM software from i2 technologies improved coordination of whirlpool inventory with demand, raising sales, lowering costs and ultimately increasing profitability.

Questions:

- a. Explain the role of MIS in supply chain decisions. 10
- b. What measures do you suggest for uninterrupted supply chain activities to increase the profitability of whirlpool? 10

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