

U.S.N

--	--	--	--	--	--	--	--	--	--

**P.E.S. College of Engineering, Mandya - 571 401***(An Autonomous Institution affiliated to VTU, Belagavi)***Second Semester, Master of Business Administration (MBA)****Semester End Examination; October - 2023****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	Marks	BLs	COs	POs
	PART A				
1 a.	Discuss the changing business environment (trends) of SCM in current scenario.	10	L2	CO1	PO2
b.	Analyze the decision phases with respect to process view and cycle view using suitable examples.	10	L6	CO2	PO3
OR					
2 a.	Define strategic fit. Discuss the obstacles to achieve strategic fit with example.	10	L3	CO3	PO4
b.	Illustrate the supply chain framework with neat diagram and discuss the role of supply chain drivers in balancing the responsiveness and efficiency.	10	L6	CO2	PO4
3 a.	Analyze the role of production in business with respect to lean manufacturing and Agile manufacturing.	10	L1	CO1	PO3
b.	Discuss the importance of collaborative planning forecasting and replenishment concepts.	10	L2	CO2	PO1
OR					
4 a.	Explain the stages of manufacturing with example.	10	L4	CO3	PO3
b.	Write a note on;				
	i) Service operations optimization	10	L4	CO4	PO4
	ii) Mass customization				
5 a.	Define purchasing cycle. Illustrate the different types of purchases with example.	10	L5	CO1	PO3
b.	Explain the elements of logistics management.	10	L6	CO2	PO4
OR					
6 a.	Evaluate the different distribution strategies practice in the current industry scenario.	10	L5	CO3	PO2
b.	Analyse the various types of inventory and inventory related costs.	10	L6	CO4	PO1

- 7 a. Explain the manufacturing strategic intent framework with example. 10 L 2 CO1 P2
 b. Discuss the strategic use of IT in Indian manufacturing with examples. 10 L3 CO2 PO5

OR

- 8 a. Identify the issues in strategic planning for world class manufacturing. 10 L4 CO3 PO3
 b. Briefly explain the performance measurement system for world class manufacturing. 10 L5 CO2 PO4

PART - B (Case Study is Compulsory)

9. Shared logistics between ECR participants

To understand what ECR (Efficient Consumer Response) companies are doing, let us take a look at the argument Nestle and J & J have worked out at Delhi, a transit point for products leaving Nestle's manufacturing plant in Moga, Punjab of late, common transporter. Transport corporation of India (TCI's) trucks leaving Delhi and with goods meant for Nestle's distribution in Mumbai comeback loaded with Johnson & Johnson (J&J), labels for the Delhi market such tie ups for backhaul facilities could result in 5-10 percent savings in the transport costs, besides cutting down transit time. If warehouses are consolidated across companies then even deliveries could be shared leading to further savings. These "backhaul" kind of arrangements normally consists of a shared transporters.

HUL, J&J and nestle are further working forwards drawing up a common format or data exchange between 200 odd manufactures, 30,000 distributors and thousands of clearing and forwarding agents, wholesale and 12 million retailers, all of whom together makeup India's huge and complex supply chain.

- a. Enabling technologies are required in ECR networks for communication of accurate and timely information between trading partners. Discuss. 10 L3 CO3 PO1
 b. Discuss the functions and sub-functions in which ECR should be worked out on a priority basis in a typical FMCG company 10 L4 CO2 PO4

* * * *