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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

Third Semester - Master of Business Administration (MBA)

Semester End Examination; Dec. - 2015

Supply Chain Management

Time: 3 hrs *Max. Marks: 100*

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

PART - A

1 a. Discuss the scope, objectives and importance of supply chain management. 10

b. Compare and contrast the traditional approach and modern approach to SCM. 10

OR

2 a. Explain the various decision phases of SCM. 10

b. Discuss the various supply chain drivers. 10

3 a. Explain the concept of lean manufacturing and the role of SCM in the same. 10

b. With an illustration explain CPFR concept (collaborative planning, forecasting and replenishment). 10

OR

4 a. Discuss the role of production and operation in business. 10

b. Explain the various strategies to manage demand and supply in an organization. 10

5 a. What are third party logistics? Explain briefly the concept of 3PL. Also bring out the technology components of Logistics. 10

b. Explain the various inventory management models. 10

OR

6 a. Briefly explain the various elements of logistics management. 10

b. Discuss the significance, types and classification of purchases. 10

7 a. Explain the concept of bull whip effect. Also discuss the role of communication and coordination in SCM. 10

b. Discuss the various IT applications in SCM. 10

OR

8 a. Discuss the importance and role of sourcing in supply chain. 10

b. Bring out the role of knowledge worker in SCM. Also explain SCOR modeling in brief. 10

PART - B

9. **Case Study:**

Toyota : A Global Auto Manufacturer

Toyota motor corporation (TMC) is Japan's top auto manufacturer and has experienced significant growth in global sales in last two decades. A key issue in TMC is the design of its global production and distribution systems and networks. A part of TMC's global strategy is to open factories in every market it serves.

TMC has to decide the production capability of each of factories, as this has significant impact on design of distribution system.

At one extreme, each plant can be equipped only for local production. At the other, each plant is capable of supplying to every market. Post 2000, TMC redesigned its plants, so that it can also export to a market that remains strong, when the local market weakens. It was called "Global Complementation".

Whether to be global or local is also an issue for TMC's parts plants should they be designed for local consumption or global, that supply multiple assembly plants. There are many issues to be addressed in configuring the supply chain of TMC.

Answer to the following questions :

i) Identify the activities involved in TMC supply chain. 5

ii) Comment evaluatively on global us local production decision. 5

iii) Discuss the suitability of 3 PC in the case. 5

iv) Discuss the issue related to suppliers of part for TMC. 5

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