



MBA.P.VI/05.13. 0471

MBA DEGREE (PT) VI SEMESTER EXAMINATION MAY 2013

SMP 2620 SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. A. What is the difference between purchasing and supply chain management? Why are top managers recognizing the importance of purchasing/supply chain management? Briefly discuss the impact of supply chain management on ecology and environment.

OR

- B. What is the difference between supply chain and value chain? What knowledge and skills do you feel are required for a purchasing professional?

- II. A. How can an effective purchasing department affect organizational performance? Discuss the contributions a purchasing department can make to corporate strategic planning process.

OR

- B. Describe the advantages and disadvantages of air transportation. Discuss the carrier and consignee liabilities in the air transport industry.

- III. A. How does just-in-time purchasing and production system reduce the need for certain purchasing documents? Discuss how the purchase of capital equipment differs from the purchase of routine supplies.

OR

- B. What are the benefits associated with a comprehensive purchase policy and procedure manual? Why is the purchasing profession particularly sensitive to the concept of ethics?

- IV. A. Describe the different types of integration that supply chain management should become actively involved in. What types of information can a supplier provide that are useful during new product development.

OR

- B. Write notes on:
(i) CRM
(ii) IT enabled SCM
(iii) ERP.

- V. A. What is a purchasing performance measurement and evaluation system? Why should a firm want to measure purchasing performance?

OR

- B. What do you think the future purchasing organization will look like? What are some of the primary skills that purchasing and supply chain managers will need to be successful in future?