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MBA (FT)/MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2016

SMS 2311/SMI 2311 SUPPLY CHAIN MANAGEMENT
(*Regular and Supplementary*)

Time: 3 Hours   Maximum Marks: 50

PART A
(Answer *ALL* questions)

$(5 \times 2 = 10)$

1. Define SCM.
2. What is sourcing?
3. What is outsourcing? Discuss the issues of outsourcing.
4. What is SCM network design?
5. What is lean SCM?

PART B
(Answer *ANY FIVE* questions)

$(5 \times 4 = 20)$

6. Discuss SCM decisions at different levels of management.

7. What is warehousing? Discuss the role of computers in warehousing.

8. List and explain the supply chain performance measures.

9. What is forecasting? Give a brief account of forecast systems to facilitate a sound SCM.

10. What is ERP? Explain the interface modules of ERP with SCM.

11. List and explain different pricing strategies.

12. Beta industry estimates that it will sell 24,000 units of its product for the forthcoming year. The ordering cost is ₹150 per order and the carrying cost per unit per year is 20% of the purchase price per unit. The purchase price per unit is ₹50. Find the economic order size, the number of orders per year and the time between successive orders.

PART C
(Answer *ANY TWO* questions)

$(2 \times 10 = 20)$

13. What is transshipment problem? Illustrate its application to a two stage (whole sale points – retails points – customers) supply chain network for distribution planning.

14. List and explain different SCM models.

15. What are the costs that are considered in SCM? Discuss the trade-off among them and also suitable method to solve the problem of SCM design and operation.

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