



MBA (PT) DEGREE V SEMESTER EXAMINATION NOVEMBER 2011

SMP 2506 SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

(Answer ALL questions)

(5 × 10 = 50)

- I. A. Give the integrated framework of supply chain measurement and explain its modules. (10)
- OR**
- B. (a) Give a brief account of new manufacturing and distribution practices in SCM. (5)
- (b) Write short notes on SCM development strategies. (5)
- II. A. (a) List and explain different sourcing options for an electronic industry manufacturing computers. (4)
- (b) What is Vendor rating? Explain any one method of vendor rating. (6)
- OR**
- B. Define supplier quality management and discuss the tools used in it. (10)
- III. A. Give an integrated framework of business logistics and explain its components. (10)
- OR**
- B. The supply values of the sources S_1 , S_2 and S_3 are 300 units, 450 units and 250 units, respectively. The demand of the destinations D_1 , D_2 and D_3 are 150 units, 200 units and 400 units respectively. The cost of transportation in rupees per unit between different source and destination combinations are shown below. Formulate this transshipment problem as a transportation problem. (10)

		Destination					
		S_1	S_2	S_3	D_1	D_2	D_3
Source	S_1	0	1	12	9	20	6
	S_2	4	0	15	8	5	4
	S_3	6	10	0	3	12	11
	D_1	15	15	6	0	3	20
	D_2	18	11	12	17	0	15
	D_3	17	13	4	15	16	0

- IV. A. What is CRM? Explain its components. (10)
- OR**
- B. List and explain the pricing strategies. (10)
- V. A. What is BPR? Explain its steps. (10)
- OR**
- B. List the software products for SCM and explain the features of any one of them. (10)