

**Code: 17E00311**

MBA III Semester Regular Examinations November/December 2018

**SUPPLY CHAIN MANAGEMENT**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks))

- 1 Discuss the objectives, principles and role of supply chain on the success of a firm.  
**OR**
- 2 Describe why CRM is so important in managing supply chains. Use an example in your decision.
- 3 What is outsourcing? Explain various sources and strategies of outsourcing in supply chain.  
**OR**
- 4 Critically examine various steps involved in supplier development and worldwide sourcing.
- 5 What are the network design decisions in supply chain?  
**OR**
- 6 Discuss various models for facility location and capacity allocation.
- 7 Enumerate the process of analyzing the impact of supply chain redesign on the inventory.  
**OR**
- 8 What is risk pooling? How do you manage inventory for short life-cycle products?
- 9 What is supply chain integration? Explain the types of coordination in a supply chain.  
**OR**
- 10 Explain supply chain restructuring and discuss how you measure the performance in the supply chain.

**PART – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

Truck All (TL) is a medium sized specialized truck body manufacturer located in South India. TL has an annual turnover of more than Rs.500 crore. These trucks are well-received in the market. TL has about 20 vendors located within a radius of about 200 kms. The remaining vendors are spread across the country. The following features are applicable for TL.

- (i) Manufacturers 20% (in Rs.) of its final product, components and sub-assemblies to stock.
- (ii) Builds most final assemblies of major items to order. The competitive strength of TL lies in its ability to produce high quality final products with engineering modifications to the customer's specifications. TL has software by which design changes are incorporated into production plan.

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- (iii) Have approximately 400 shop employees, 15 departments and 10 distributors where final mounting of truck bodies on chassis has sometimes performed.
- (iv) Annually sells 25 to 50% of its product to the export market (in Nepal, Bhutan, Sri Lanka etc).
- (v) Experiences problems with delayed delivery from chassis manufacturer when truck bodies are mounted on the chassis at the plant. Often, the delivery time is a contentious issue.
- (vi) Has wandering bottlenecks in the plant and in engineering as the mix of orders and order processing shifts. Sometimes customers also keep changing their requirements. These are difficulty to handle at the last minute.

**Questions:**

- (a) Highlight on the complexity of managing SCM function for TL.
- (b) Suggest architecture for the MIS. Your architecture must include the information flow, material flow and money flow between various entities. Prepare a list of databases required and also specify fields required under each database.
- (c) List at least six important performance indicators to evaluate the effectiveness of SCM at TL

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