

[Total No. of Questions - 20] [Total No. of Printed Pages - 3]
(2125)

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MBA 4th Semester Examination
Supply Chain Management (NS)
MBA-403

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION - A

Short Note Type Questions (Compulsory)

1. EDI.
2. Inbound Logistics.
3. ERP.
4. EOQ.
5. JIT.
6. Value Chain.
7. SCOR.
8. Toyota Production System.
9. Bullwhip effect.
10. Vendor Rating. (2×10=20)

SECTION - B

Short Answer Type Questions (Attempt Any Four)

11. Define logistics. How is logistics used for gaining competitive advantage? Explain with examples.
12. Describe ABC inventory analysis. What are some policies that may be based upon the results of an ABC analysis?

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13. Describe 'Kanban'. Differentiate between 'logistics' and 'supply chain management'.
14. Consider the supply chain involved when a customer purchases a book at a bookstore. Identify cycles in this supply chain and the location of the push/pull boundary.
15. A firm is evaluating country risk as a first step in its outsourcing provider selection process. Legal issues, currency risk, political risk, and cultural compatibility have been assigned weights of 30%, 10%, 20%, and 40%, respectively. Three countries were scored on each of those risk factors (see table below) using a scale of 1-10, with a score of 1 meaning high risk and 10 meaning minor risk. Using the factor-rating method, which country appears to have the least risk overall?

	Country A	Country B	Country C
Legal issues	2	6	10
Currency risk	8	4	2
Political risk	5	8	2
Cultural compatibility	3	1	2

16. Why do you think assembly in the consumer electronics industry is performed by third parties, whereas assembly in the auto industry is almost never outsourced? (4×5=20)

SECTION - C

Essay Note Type Questions (Attempt Any Two)

17. A product has the following gross requirements. Which is cheaper — lot-for-lot, part period balance, or EOQ lot sizing?

Week	1	2	3	4	5	6
Requirements	50	80	90	50	30	60

Other data for this scenario include: setup cost = Rs. 250, inventory holding cost Rs. 2 per unit per week. There is no beginning inventory; there are no scheduled receipts. The usage pattern is expected to continue for the remainder of the year.

18. What are some factors that influence implied uncertainty? How does the implied uncertainty differ between an integrated steel mill that measures lead times in months and requires large orders and a steel service center that promises 24-hour lead times and sells orders of any size?
19. Describe how CRM differs from ERP. How can CRM and JIT be effectively integrated?
20. A firm uses simple exponential smoothing with $\alpha = 0.3$ to forecast demand. The forecast for the first week of January was 500 units, whereas actual demand turned out to be 450 units.
 - (a) Forecast the demand for the second week of January.
 - (b) Assume the actual demand during the second week of January turned out to be 550 units. Forecast the demand up to February third week, assuming the subsequent demands as 475, 450, 470, 525, and 470 units.

(2×10=20)