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Reg. No. :

Name :

**Fourth Semester MBA (F.T.) Degree Examination, July 2008
(2000 Scheme)
SUPPLY CHAIN MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

- Instructions :** 1) There are **five** Units.
2) Answer **one** question from **each** Unit.
3) **All** questions carries **twelve** marks.

Unit – I

1. Explain the process view and cycle view of supply chains, by taking automobile industry as an example.

OR

2. Describe how the Indian companies achieve strategic fit between supply chain strategy and competitive strategy in this era of globalisation.

Unit – II

3. “A good aggregate planning is done in collaboration with other supply chain partners”. Comment.

OR

4. What are the options available to improve the profitability of a supply chain by managing the supply of products ?

Unit – III

5. Explain how you can work with low inventory, without compromising on product availability.

OR

6. What are the constraints to effective inventory planning ?

P.T.O.



Unit – IV

7. Write short notes on :

- a) Tailored network
- b) Third party logistics
- c) Outsourcing.

OR

8. Explain in detail how transportation economics is influenced by the following factors :

- a) Handling
- b) Distance
- c) Volume
- d) Density.

Unit – V

9. Discuss the role of information technology in managing the supply chain of an organised retailer.

OR

10. Identify the major obstacles to effective coordination in a supply chain. Suggest some strategies to overcome these obstacles.
