

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VII (NEW) EXAMINATION – WINTER 2018****Subject Code: 2172505****Date: 03/12/2018****Subject Name: Supply Chain Management****Time: 10:30 AM TO 01:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS	
Q.1	(a) What is Supply Chain? Enlist the different types of management involved for smoothly running of Supply Chain.	03	
	(b) Draw the Supply Chain network with various flows and net sketch.	04	
	(c) Explain various strategic decisions carried out in a Supply chain.	07	
Q.2	(a) Explain the difference between Traditional V/S SCM based outsourcing practices.	03	
	(b) Enlist different 'generic type of supply chain'.	04	
	(c) Explain the major drivers of Supply chain with neat sketch.	07	
OR			
Q.3	(c) Briefly explain different components of Supply Chain.	07	
	(a) Explain the difference between warehouse and store with real examples.	03	
	(b) Explain the term 'Bull Whip Effect'	04	
Q.3	(c) Discuss the importance of Supply chain process industrial environment.	07	
	OR		
	(a) Define Agile supply chain.	03	
Q.3	(b) Explain the difference between Supplier relationship management (SRM) and customer relationship management (CRM)	04	
	(c) Explain the role of Information Technology in Supply Chain Management.	07	
	(a) Write the Full Form of (i) ERP (ii) JIT and (iii) RFID	03	
Q.4	(b) Explain the term "Third Party Logistics (TPL)"	04	
	(c) Write short-note on "E- Commerce"	07	
	OR		
Q.4	(a) Enlist various modes of transportation in supply chain.	03	
	(b) Explain any three modes of transportation in supply chain with suitable examples.	04	
	(c) Write short-note on "Bar coding Technology"	07	
Q.5	(a) Draw the Reverse Supply Chain with various flow.	03	
	(b) With suitable example explain Reverse Supply Chain.	04	
	(c) Explain the case of Mumbai Tiffinwala practices.	07	
OR			
Q.5	(a) Briefly explain how the JIT helpful for SCM.	03	
	(b) Enlist various issues of Reverse Supply Chain.	04	
	(c) Explain the case of Newspaper supply chain practices.	07	
