

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME) – SEMESTER V EXAMINATION – WINTER 2019

Subject Code: 3559971**Date: 04/12/2019****Subject Name: Supply chain and logistics management****Time: 10.30 AM TO 01.30 PM****Total Marks: 70****Instructions:**

- **Attempt all questions.**
- **Make suitable assumptions wherever necessary.**
- **Figures to the right indicate full marks.**

- Q.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
- Explain Push - Pull process for the supply chain
 - Give Diagrammatic explanation of Cross Functional drivers.
 - Explain Tailored Transportation
 - Differentiate between 3PL 's Vs 4PL's
 - Differentiate between Outsourcing Vs. Off shoring
 - Explain "Free Trade Zones"
 - Explain 'Trading Blocs'
- Q.2 (a)** Write a diagrammatic note on Supply Chain Process Cycles by giving suitable example from industry or a sector of your choice. **07**
- (b)** What does companies need to do to achieve the important strategic fit between supply chain and competitive business strategies? **07**
- OR**
- (b)** Write a note on key supply chain drivers, specifically with reference to manufacturing business and services business. **07**
- Q.3 (a)** What is "CRM", How supply chain can contribute strategically in improvement of CRM? Explain with suitable examples. **07**
- (b)** How globally dispersed demand and supply chain management is effective businesses in India? Write a note on the same with suitable examples. **07**
- OR**
- Q.3 (a)** Write a note on Design Options for a transportation network with suitable examples. **07**
- (b)** Write a note on role, responsibility, procedure and processes and major provisions of ISO31000. **07**
- Q.4** Mr. Tejas an inventory manager and his team of Supply chain department at M/s Network Machine Tools have lots of inventory tracing issues and short supply issues. Company constituted a steering committee to evaluate situation on inventory cost and have identified that, their present cost of inventory is higher by around 10% over industry standards. That is resulting in to high product pricing and competitive loss. Committee also found that the inventory department with two junior executives and headed by Mr. Tejas are only involved most of the time in their routine jobs. They found need of application of professional management concepts and technology in inventory management. At present they are having

all manual data registers and all issues and receive notes are also physically prepared. Help Mr Tejas in understanding following questions.

- (a) What are the various types of inventory cost involved in inventory management and what are their interrelations which needs to be looked after by Inventory head to minimize overall cost. **07**
- (b) What is Economic Order Quantity (EOQ) concept can help the inventory department in reducing overall inventory cost? **07**

OR

- Q.4** (a) What is A-B-C analysis in inventory management and Can it be a solution for reducing inventory tracing time? Explain with proper logical justification. **07**
- (b) How technology can help in present situation given above in Q. 4? What are the various technological tools you will suggest to improve the total inventory management in present situation above? **07**

Q.5 M/s ABC ltd is a large scale project management and MEP (Mechanical, Electrical and Plumbing) company. In large scale project management business risk of long payment cycles are the key risk. M/s ABC Ltd too was facing challenges in long overdue debts and not received and payments. Furthermore Unfortunately in one of the Government project their large payment of Rs. 25 Crore got held up due to the fact that project could not take up once after all the vendor supplied material at site due to legal issues in land acquisition. That has created chaos in the funding cycle of the company.

As a result of which company could not pay payments to their vendors on time as per the terms of payments. Vendors were giving material to the company normally on the credit of 30 to 45 days maximum - but unfortunately due to disturbed cycle in payments company has not been able to pay till 90 to 100 days these days. Because of which at few instances vendors also took a tough call of not supplying the material to the organization.

Short supply of the material at other small and medium ongoing projects, is further creating turbulence with the clients for M/s ABC Ltd. In the given situation help Mr. Suresh - Project & Finance head of the company with answers of following questions.

- (a) What is SRM? How the concept of SRM strategies could be useful in given situation? **07**
- (b) Draw out a possible solution map for the project head in a given challenging situation and discuss it rationally. **07**

OR

- Q.5** (a) What is sustainable supply chain? How the sustainable supply chain strategy could have helped M/s ABC Ltd in overcoming the present situation? **07**
- (b) What is risk evaluation in the Supply chain? Do you believe that the company could not do the risk evaluation properly before supplying at Government project? What are the various ways of risk evaluation in supply chain management? **07**
