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First Year M.B.A.

**206-SC-OSCM-02 : SUPPLY CHAIN MANAGEMENT
(2019 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Answer any 5 out of 8.

[2 marks each]

- a) Define 5R's of Reverse Logistics.
- b) Explain the flows involved in supply chain.
- c) Define push based supply chain.
- d) Enumerate types of KANBAN.
- e) Explain the term 'CRM'.
- f) Define Linear SC.
- g) Define VMI.
- h) Define Logistics.

Q2) Answer any 2 out of 3.

[5 marks each]

- a) Explain how the linear SC transformed into collaborative network.
- b) Explain how JIT purchasing can result in creating the lean SC?
- c) Compare and contrast Pull based SC and Push based SC.

Q3) Answer 3(a) or 3(b).

[10]

- a) Explain in brief customer value requirement planning.

OR

- b) Elaborate "the firms achieving JIT by JIT production, JIT purchasing and JIT transportation achieves greater operational performance compared to the competition.

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Q4) Answer 4(a) or 4(b).

[10]

a) How can vendor managed inventory be applied successfully.

OR

b) Elaborate the necessity of outsourcing.

Q5) Answer 5(a) or 5(b).

[10]

a) Draw the generalized supply chain model and highlight supplier network Integrated enterprise & Distributive network.

OR

b) Draw the line diagram for automotive OEM and highlight upstream and downstream firms/structures which adds value in the product to give superior quality products at optimal cost to the end consumer.