

CS/BSCM/SEM-5/BSCM-501/2011-12

2011

SUPPLY CHAIN PRACTICE & PROCEDURE

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

i) An appropriate strategy to achieve timely, accurate, paperless information is

a) efficient store assortment

b) efficient replacement

c) integrate this activity into all supply chain planning

d) revision of organization processes supported by information systems.

ii) The upstream supply chain is

a) exclusively inside an organization

b) involved with procurement of material from suppliers

c) the distribution of products or delivery of services to customers

d) both (a) and (c).

iii) The correct sequence of an organization's supply chain from a systems perspective is

a) transformation process, delivery to customers,

acquisition of resources

b) transformation process, acquisition of resources,
delivery to customers

c) delivery to customers, acquisition of resources,
transformation process

d) acquisition of resources, transformation process,
delivery to customers.

iv) offers the opportunity to buy direct from the
supplier with reduced costs and shorter cycle.

a) Reintermediation b) Countermediation

c) Disintermediation d) Contramediation.

v) An appropriate strategy to maximize efficiency of
promotions is

a) efficient store assortment

b) efficient replacement

c) integrate this activity into all supply chain planning

d) revision of organization processes supported by
information systems.

vi) The downstream supply chain is

a) exclusively inside an organization

b) involved with procurement of material from
suppliers

c) the distribution of products or delivery of services
to customers

d) both (a) and (c).

vii) IS can be used to reduce cycle time by

a) improving data integration between elements of the
supply chain

b) reducing complexity of the supply chain

- c) increasing efficiency of individual processes
 - d) reducing cost through outsourcing.
- viii) The typical aim of the push approach to supply chain management is
- a) to reduce costs of distribution
 - b) to enhance product and service quality
 - c) to reduce costs of new product development
 - d) both (a) and (c).
- ix) Demand forecasting is a process in which demand data are used.
- a) historical b) present
 - c) future d) both present & future.
- x) Which of the following is not a factor impacting the supply chain ?
- a) Reduced number of suppliers
 - b) Increased competition
 - c) Increased opportunities to use technology strategically
 - d) longer Product Life Cycle.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Explain the concept of Supply Chain Efficiency and Supply Chain Improvement.
3. State the major Business processes across Supply Chain.
4. Define Push and Pull view. Give examples.
5. Explain the major elements of customer service in Supply Chain.
6. Explain the role of outsourcing in Supply Chain.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) What do you mean by "Supply Chain Management" ?
b) "Supply Chain Management as a concept is still in a nascent stage and it views different businesses differently. The varied views on SCM are classified under the various schools of thought." Discuss. 5 + 10
8. "An intermediate-range planning which establishes employment levels, production rates, inventory levels, subcontracting and backorders for broad categories of products and which also estimates consumer demand, capacity utilization and focuses on optimum utilization of the existing resources." In the light of this statement discuss the aggregate planning strategies adopted by a company.
9. "Integrated supply chain can increase efficiency, lead to faster new product development and improve quality and production." Discuss.
10. a) Explain the major components of business forecasting.
b) "Forecasting accurately leads to better distribution planning, planning the production process based on inventory levels, promotional exercise etc. Forecasting is important in both forms of the supply chain — built - to - order and built - to - stock." Discuss the role of forecasting in supply chain. 5 + 10
11. Write notes on any *three* of the following : 3×5
 - i) Functions of SCM
 - ii) Stages of Development of Suppliers relations
 - iii) Elements of Supply Chain Strategy

iv) Measures of Forecast Errors

v) Buyer's perspective & supplier's perspective to SCM.