

PGDM (IB), 2012-14
Supply Chain Management
IB-401

Trimester – IV, End-Term Examination: September 2013

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	$3 \times 5 = 15$
B	2 out of 3 (Long Questions)	10 Marks each	$2 \times 10 = 20$
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

- Q1. Three distinctive flows are known as supply chain flows. What are these? Elaborate.
- Q2. What are the outcomes of Supply Chain Management? How do these impact the objectives of business?
- Q3. Elaborate Make to Order and Make to Stock supply chain strategies with examples of industry specific narratives.
- Q4. What are the major challenges of supply chain facing both manufacturing and service industries? What strategic initiative can be taken to ward of these challenges?
- Q5. FMCG segment of industry employs Efficient Customer Response (ECR) model. What are the outcomes of the ECR strategy?

Section B

- Q1. Structure, Process and Components are three elements that link the frame of reference for supply chain effectively. Explain.
- Q2. What are the goals of SCM? Explain each outcome with examples.

Q3. Automotive sector depends heavily on tiered supply chain management. Explain this with the help of a tiered supply chain model diagram.

Section C

Q1. Future Group has been a pioneer in the retail supply chain development, growth and sustenance in India. With over a decade in business, Future Retail Group has shifted many paradigms and challenged status quo practically with every passing day. Through over 16 million square feet of retail space, Future Retail serves customers in 95 cities across the country. Most of all, they help India shop, save and realize dreams and aspirations to live a better quality of life every day. On a busy day one may observe the Triple A Supply Chain (Agility, Adaptability, Alignment) at work in any Big Bazar store, the cynosure of the entire groups' operation.

Elaborate your observation of Big Bazar operation from a supply chain stand point to either agree with the preamble in the foregoing part of the narration or entirely disagree with the same on the basis of your observation of the store operation during one of the heaviest activities in Big Bazar during the 12th to 15th August mega sale at all their stores.