

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)
MID TERM EXAMINATIONS (TERM -IV)
Academic Session- 2021-22

Subject Name :**Supply Chain Management**
Sub. Code: **PG - 32**

Time: 01.30 hrs
Max Marks: 20

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

SECTION– A

04+04 = 08 Marks

Q. 1: Case Study:

(A) How important is coordination between Coca Cola companies and their bottling plants? Is it necessary to own bottling plants if the Coca Cola companies want to achieve a better degree of coordination at the local level of operations?

(B) Weld Well (WW), a leading company, has buying its office supplies from the same supplier for some time. Jayanta, a salesman of the office supply company, has been calling on WW for over three years. Much to Jayanta's dismay, it has always been the practices of WW to buy the smallest size available of a particular for-part preprinted form at a cost of Rs. 615 for 10,000 forms. These forms contain the WW logo and standard information printed on them. The rationale for the particular buying policy was to spend the least amount of money possible on office stationery items.

Recently, Mr. Thakkar of WW attended a training programme on SCM arranged by a business school, which dealt with inventory systems and materials management. Thakkar was anxious to save WW money by applying the techniques he learned in the class. When Jayanta contacted Thakkar he was amazed to learn that he wished to purchase the largest lot size of the for-part billing form. It was 30,000 forms at Rs. 1750. Jayanta could not believe the sudden change in the policy. Upon questioning Thakkar, he found that he used quantitative model by which the cost of inventory holding and the ordering cost can be balanced, yet maintaining adequate office supplies. Thakkar explained that by analyzing all the relevant variable costs, he could save substantially (on an annual basis) by purchasing the large quantity of pre-printed billing forms.

- Explain the rationale of Mr. Thakkar of buying in large quantity.
- What is the annual cost saving of the larger order?

SECTION– B

02×03 = 06 Marks

Q. 2: What kind of decisions does a typical supply manager makes? Discuss the role of information technology from the strategic perspective of enhancing supply chain network effectiveness

Q. 3: Discuss the categorization of inventory helps managers for controlling inventories.

Q. 4: Do JIT increase the efficiency of an organization? Discuss the potential risk and benefit of adopting JIT.

SECTION– C

03×02 = 06 Marks

Q.5. What is the difference between logistics management and supply chain management? Analyse linkage of different functional areas with the supply chain domain with example.

Q. 6. Write short notes on:

- A. Third- party Logistics and Inbound Logistics
- B. Buffer stock and Anticipatory stocks
- C. VED Analysis and SDE Analysis

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	Q. 1, Q. 2, Q. 3	8+4=12
CO2	Q. 4, Q. 5, Q. 6	2+6=8
CO3		
CO4		
CO5		

Note: Font: Times New Roman, Font size: 12.