

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-24)**  
**END TERM EXAMINATION (TERM -IV)**

Subject Name: **Supply Chain Management**

Time: **02.00 hrs.**

Sub. Code: **PG41**

Max Marks: **40**

**Note:**

**All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.**

**Course outcomes as per the subject TLEP are written in the box given below:**

<b>CO1-</b> Understand theoretical and basic elements of supply chain management. Recognize and understand the practice of supply chain management systems to meet the customers and stakeholders' expectations.
<b>CO2-</b> To apply theoretical knowledge in the key decision-making areas like plant location, layout planning, Inventory and capacity planning, project management for effectiveness in operation management.
<b>CO3-</b> Develop ability to assess and solve supply chain related problems effectively and efficiently.
<b>CO4-</b> To analyze the supply chain data with mathematical models and IT tools for improving overall business performance.

**SECTION - A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks**

Questions	CO	Bloom's Level
<b>Q. 1: (A).</b> Describe the Importance of Logistics in SCM. <b>Q. 1: (B).</b> Briefly Discuss supply chain participants. <b>Q. 1: (C).</b> Define key constituent in inventory planning and management. <b>Q. 1: (D).</b> Comment on information flow in SCM. <b>Q. 1: (E).</b> "Electronic data interchange (EDI)" increase productivity comment on the statement.	CO1	Level 1

**SECTION – B**

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

**7 x 3 = 21 Marks**

Questions	CO	Bloom's Level
<b>Q. 2: (A).</b> Explain the various constraints which should be put while implementing "Network optimization model" to evaluate the best possible facilities location.  <b>Or</b> <b>Q. 2: (B).</b> Illustrate how forecasting and supply chain management help in increasing revenue and cutting down costs?	CO2	Level 2
<b>Q. 3: (A).</b> Make a Detail Review on "Materials Requirements planning, Just-in-time manufacturing & Enterprise resource planning " is the key for push and pull approach of supply chain management.  <b>Or</b> <b>Q. 3: (B).</b> Discuss at length the Distribution network strategy in Supply chain and its performance measurement and bottlenecks.	CO3	Level 4
<b>Q. 4: (A).</b> Compare Customer relationship management systems (CRMS)		

with Warehouse management systems (WMS) w.r.t supply chain use-cases.  <b>Or</b> <b>Q. 4: (B).</b> Elaborate on different parameters the new paradigm shifts in E-business strategy and its impact on supply chains responsiveness and costs.	CO3	Level 5
<b><u>SECTION - C</u></b>		
Read the case and answer the questions	<b>7×02 = 14 Marks</b>	
<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<p>Q. 5: Read the following use-case and answer the questions:</p> <p>Dell has been following its unique 'direct build-to-order' sales model for more than 20 years. Customers can plan their own configuration and place orders directly with the company via the phone or its Web site. Over the years, Dell's supply chain efficiencies and direct sales gave it a competitive advantage.</p> <p>In 2006 however, Dell faced several problems. Many customers complained about long delays in supplies. Recall of Sony battery cells in its laptops brought undesirable media hype to the company. Increasing discontent of customers led to a slowdown in sales. Consequently, Dell lost its market leadership to Hewlett-Packard Co. (HP). Industry analysts felt that, with Dell's competitors also improving their supply chains and matching Dell's direct model, the company had been losing its competitive edge. Dell will have to bear additional costs with its foray into retail distribution thereby minimizing its cost advantage. Besides, profit margins of Dell will drop further since it will have to offer incentives to compete with HP in retail stores. Though Dell spruced up its product design and range but Apple is clearly far ahead of it. Many experts feel that such new initiatives will only distract Dell from its supply chain operations.</p> <p>Q5(A) Examine and analyze Conceptually Dell's Direct model, its basic working, success and future challenges.</p> <p>Q5(B) Suggest and analyze weather Dell can regain its market leader position from HP evolving Supply Chain practices and strategy and steps being taken by it to recapture its lost market leader position?</p>	CO4	Level 5 & Level 6

**Total marks allocated to each COs in the table as below:**

<b>COs</b>	<b>Marks Allocated</b>
CO1	5 Marks
CO2	7 Marks
CO3	14 Marks
CO4	14 Marks