

M.E.DEGREE EXAMINATIONS: JUNE 2013

Second Semester

INDUSTRIAL ENGINEERING

IEE508 : Supply Chain Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

1. Differentiate between logistics and supply chain management.
2. Define the term procurement process.
3. Write short notes on CRM.
4. What is PDCA cycle?
5. Briefly discuss on economic order quantity.
6. Differentiate safety inventory and seasonal inventory.
7. What is a milk run?
8. List down the trade-offs in transportation design.
9. What are the managerial levers to achieve coordination?
10. Define the term CPFR.

PART B (5 x 16 = 80 Marks)

11. a) List down the drivers of supply chain management and explain them in detail.

(OR)

- b) What are the obstacles to achieve strategic fit? Discuss in brief.

12. a) Explain the following with respect to network design decisions.

(i) Tariffs and tax incentives (8)

(ii) Exchange rate and demand risk (8)

(OR)

- b) Discuss the impact of uncertainty on network design with a suitable example.

13. a) What are the methods of estimating and managing safety inventory in practice?

(OR)

b) Enlist and explain the factors reduce the demand uncertainty.

14. a) Explain in detail about the various modes of transportation and their performance characteristics.

(OR)

b) List out the design options for a transportation network and explain.

15. a) State and explain the effect on performance of lack of coordination.

(OR)

b) Discuss in detail about the role of IT in coordination of supply chain management.
