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Question Paper Code : 85528

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

Elective

DBA 1730 — SUPPLY CHAIN MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List down the decision support phases of a supply chain.
2. Name the components of supply chain models.
3. What are the factors considered while making decisions on in-sourcing and outsourcing?
4. Define the term 'Supplier Quality'.
5. What is meant by 'distribution' in the supply chain? What is its role in the supply chain?
6. A company by name ABC is required to send 50 refrigerators to its distributor by name XYZ. The locations of ABC and XYA are indicated in the table shown below using their coordinates.

	Coordinates	
	x	y
Location of ABC	700	1200
Location of XYZ	706	1192

With the aid of gravity location model, determine the distance between ABC and XYZ. If the logistics provider charges ₹ 100 per compressor per mile, what will be the transportation cost to be incurred by ABC for carrying out the above process?

7. List out any four operational parameters identified over the specified time horizon while carrying out aggregate planning in a manufacturing company.
8. Indicate the combination of two approaches adopted by firms when managing inventory to meet predicted variability.
9. What is meant by transaction management foundation?
10. Define 'eSRM'?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the cycle view of supply chain processes.

Or

- (b) Explain the drivers of supply chain performance.

12. (a) Explain the different types of purchasing strategies.

Or

- (b) Explain the steps involved in the process mapping of supplier development.

13. (a) With the aid of graphs, explain the factors influencing distribution network design.

Or

- (b) Linco is a small book publishing company that currently prints entire books in its Sivakasi printing unit. As the market for books has grown drastically, the Sivakasi printing unit has reached capacity of 50,000 books per year. Linco is considering two options to increase its capacity. The first option is to add 50,000 books of capacity to Sivakasi printing unit at an annualized fixed cost of ₹ 2,00,000 plus ₹ 200 labour per book. The second option is to have Fastprint, an independent printer of books for Linco at a cost of ₹ 400 for each book (excluding raw materials cost). Linco sells each book for ₹ 750 and raw materials cost is ₹ 200 per book.

Linco must make this decision for a two year time horizon. During each year, demand for Linco books has an 80 percent chance of increasing 50 percent from the year before and a 20 percent chance of remaining the same as the year before. Fastprint's prices may change as well. They are fixed for the first year but have a 50% chance of increasing 20% in the second year and a 50% chance of remaining where they are.

Use a decision tree to determine whether Linco should add capacity to its Sivakasi printing unit or if it should outsource to Fastprint. Take the value of discount rate as 10%.

14. (a) Describe the components of a forecast and various types of forecasting methods.

Or

- (b) Describe the effects on performance due to lack of coordination.

15. (a) Explain the key processes and characteristics of customer relationship management.

Or

- (b) Explain the key processes and characteristics of internal supply chain.
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