MBA–194	MSP–62

M.B.A. DEGREE EXAMINATION – JUNE, 2010.

(AY 2005–2006 batch onwards)

SUPPLY CHAIN MANAGEMENT

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is a supply chain and explain the various decision phases in a supply chain.

2. Explain various methods of forecasting.

3. Define predictable variability.

4. Explain how a reduction in lead time can help a supply chain reduce safety inventory without hurting product availability.

5. Comment on any two aggregate planning strategies.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Develop a framework for making network design decisions.

7. How do the emergency of B2B trading exchanges change the supply chain with respect to IT systems?

8. What types of distribution networks are typically best suited for commodity items?

9. Discuss managerial levels that help to achieve co-ordination in the supply chain.

10. Explain the role of e-business in a supply chain.

11. What are the major financial factors that can affect the value of supply chain decisions?

12. What types of companies will find the A & P model of delivering software more attractive than the traditional license model?

———————