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B.E/B.Tech(FULL-TIME) DEGREE END SEMESTER EXAMINATIONS – APRIL/MAY2013

INDUSTRIAL ENGINEERING

21

VII SEMESTER

(R2008)

IE9033 – SUPPLY CHAIN MANAGEMENT

Time: Three hours

Max. Marks: 100

Answer ALL questions

PART – A (10 X 2 = 20 Marks)

1. Define supply chain surplus.
2. What do you mean by scope of strategic fit?
3. What do you mean by contributor facility?
4. State the strength and weakness of different modes of transportation.
5. Define cycle inventory
6. What do you mean by forward buying?
7. What do you mean by in- sourcing?
8. State the steps involved in procurement process.
9. State the role of IT in supply chain
10. Write short note on CPFR

PART – B (5 X 16 = 80 Marks)

11. Explain how to manage supply and demand to improve synchronization in the supply chain in the face of predictable variability.

12a. What are the important decision phases in a supply chain? Explain the significance of each phase.

(OR)

12b. Describe how a company achieves strategic fit between its supply chain strategy and competitive strategy.

13a. Explain the capacitated plant location network optimization model.

(OR)

13b. Explain about the different design options for a transportation networks

14a. Explain how design collaboration with suppliers help a PC manufacturer improves performance.

(OR)

14b. State and explain the performance measures that you will consider in selecting suppliers for an auto parts manufacturing industry

15a. What is bullwhip effect and explain how it relates to lack of co-ordination in the supply chain.

(OR)

15b. Discuss why high-tech industry has been the leader in adopting supply chain IT systems.
