

15/05/19CAN

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B.E/B.Tech (FULL-TIME) DEGREE END SEMESTER EXAMINATIONS – APRIL / MAY 2019

Industrial Engineering

VII SEMESTER

(R2012)

IE 8702 SUPPLY CHAIN AND LOGISTICS MANAGEMENT

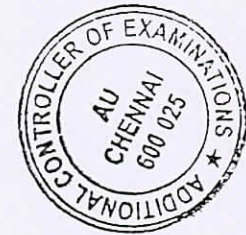
Time: Three hours

Max. Marks: 100

Answer ALL questions

PART – A (10 X 2 = 20 Marks)

1. Write short note on Evolution of Supply Chain
2. List the Importance of Supply Chain Management
3. State the role of Distribution in Supply Chain.
4. Write short note on Gravity Location model
5. List the factors affecting transportations decision
6. What is Tailored transportation?
7. Define Sourcing
8. What is Bull whip effect?
9. What do you mean by Customer Relationship Management?
10. Write short note on the role IT in supply chain



Part-B (5 X 16 = 80 Marks)

11. State and explain about the steps to achieve strategic fit between Competitive and Supply Chain Strategies.

12a. Explain about the factors influencing Distribution network design.

(OR)

12b. Describe about the Framework for network Decisions.

13a. State and explain about the Design option for Transportation network.

(OR)

13b. Explain in detail about Routing and scheduling in Transportation.

14a. State and explain about the Role of sourcing in Supply Chain Management.

(OR)

14b. Explain about the effect of lack of co-ordination in Supply Chain.

15a. Describe about E-Business in Supply Chain.

(OR)

15b. Explain about the future of Information Technology in Supply Chain

