July 2014

Bachelor of Business Administration (BBA) Examination

IV Semester

Supply Chain Management

Time : 3 Hours] [Max. Marks : 80

Note : Attempt any three questions from section A. Each question in this section carries 16 marks. Attempt any two questions from Section B. Each question in this section carries 16 marks.

Section A

1. Supply Chain Management is defined as "Chain of Suppliers of Suppliers and Customers of Customers", discuss the same alongwith a suitable example and highlight the importance of SCM in modern context.
2. Inspite of excellent levels of Grain Production in terms of Agriculture produce of India, prices are going high, supply for consumer is deficient. Suggest re-structuring in the working of Food Corporation of India (FCI) keeping SCM drivers / concepts in mind.
3. Warehousing Cost and Network Design are key components of SCM; discuss the importance from efficiency and responsiveness point of view.
4. Discuss the importance of Transportation as one of the driver of `Supply Chain Management'.
5. Write short, note- on any two of the following -
   (a) Push-Pull Based Supply Chain
   (b) Bull-Whip Effect.
   (c) Inventory Models.
   (d) Distribution Network Design.

Section B

6. A car manufacturer buys Steering Assembly at Rs. 210 each. If the assembly is manufactured in house the fixed and variable costs are Rs. 30,000 and Its. 90 per Assembly respectively. Decide about make or buy decision, if, demand is 2500 Nos.
7. Bajaj Auto requires 10,000 units of material per annum. The cost per order is Rs. 50. The storage cost is Rs. 5 per unit of average inventory.

(a) What should be the order quantity to minimize the total cost ?
(b) Find out the minimum total cost ?

8. Samsung is assembling TV Sets with 5 Stations in series, capacities per shift are mentioned below. The actual output of the Assembly line is 500 Nos per shift :

Station No.	:	1	2	3	4	5
Individual Capacity Per Shift	:	590	620	650	550	580

Find out the following :
(a) The System Capacity.
(b) The System Efficiency.

9. A supermarket has weekly demand of milk in past as D_1, 120, D_2, 127, D_3, 114 and D_5, 122 Gallons. Forecast demand using moving average method. If, demand in period 5 turns out to be 125 Gallons then forecast the error.

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