

May 2015

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. (a) Discuss the strategic, tactical and operational issues in supply chain management.  
(b) What are "supply chain drivers" ? Explain the role of supply chain drivers in the supply chain decision making network.
2. (a) Discuss the various considerations for make-or-buy decisions.  
(b) "There are two basic ways to improve supply chains, by changing structure and infrastructure." Discuss.,
3. What is "Strategic Sourcing" ? Discuss the following sourcing strategies :  
(a) Single Sourcing (b) Multiple Sourcing.
4. (a) What is meant by "cross docking" ? What are the various services characteristics on which the selection of a mode of transport depends ?  
(b) Discuss the functions of various non-operating intermediaries included in the overall transport industry.
5. Write short notes on any two of the following :  
(a) Cost of Service-revenue Management.  
(b) ERP and Supply Chain Management.  
(c) Demand Forecasting.  
(d) Packaging.

### Section B

6. Demand for the Deskpro Computer at Best Buy is 1,000 units per month. Best Buy incurs a fixed order placement, transportation and receiving cost of \$ 4,000 each time an order is placed. Each computer costs Best Buy \$ 500 and the retailer has a holding cost of 20 percent. Evaluate the number of computers that store manager should order in each replenishment lot.

7. Weekly demand at Hot Pizza are as follows :

Week	Demand(s)
1	108
2	116
3	118
4	124
5	96
6	119
7	96
8	102
9	112
10	102
11	92
12	91

Estimate demand for the next four weeks using a four-week moving average.

8. XYZ Company is trying to determine how best to produce a new product. The new product could be produced in-house using either process A or process B or purchased from a supplier. Cost data is given below :

Process	Fixed Cost	Variable Cost /Unit
Make (Process A)	Rs. 8,000	Rs. 10
Make (Process B)	Rs. 20,000	Rs. 4
Purchase	Nil	Rs. 20

For what level of demand should each alternative (i.e. make with process A, make with process B or purchase from supplier) be chosen ?

9. XYZ is assembling cars with 5 stations in series, capacity per shift are mentioned below. The actual output of the Assembly Line is 500 cars per shift :

Station No.	:	1	2	3	4	5
Individual Capacity per shift	:	580	610	640	540	570

Determine the capacity and efficiency of the system.

