



COLLEGE OF ENGINEERING, PUNE

(An Autonomous Institute of Government of Maharashtra.)
SHIVAJI NAGAR, PUNE - 411 005

END Semester Examination

(PE(DE)-14006) Supply Chain & Logistic Management

Course: B.Tech

Branch: Production Engineering (Sandwich)

Semester: Sem VII

Year: 2014-2015

Max.Marks:60

Duration: 3 Hours Time:- 2.00pm - 5.00pm

Date:30/11/2014

Instructions:

MIS No.

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1. Figures to the right indicate the full marks.
2. Mobile phones and programmable calculators are strictly prohibited.
3. Writing anything on question paper is not allowed.
4. Exchange/Sharing of anything like stationery, calculator is not allowed.
5. Assume suitable data if necessary.
6. Write your MIS Number on Question Paper
7. Solve Five Questions.
8. Question 6 is compulsory.

- Q 1 a) Explain metrics related to following drivers in Supply Chain operations. **6**
(i) Sourcing;
(ii) Pricing.
- b) Explain the "value chain" in a company, used for the development of Supply Chain Operation. **6**
- Q 2 a) What is "Trade Promotion"? What is the impact of trade promotions on performance of Supply Chain? **6**
- b) Explain "Framework" for Network Design decision in details phase wise. **6**
- Q 3 a) What is the "Bull Whip Effect"? What is the relationship of "Lack of Coordination" and "Bull Whip Effect" in Supply Chain operations? **6**
- b) Explain following managerial levers to achieve coordination in Supply Chain. **6**
(i) Improving information accuracy.
(ii) Improving operational performance.
- Q 4 a) Lists the various parameters which are considered for doing the supplier scoring and assessment. Explain any three factors in details. **6**
- b) what is the basic principles of Negotiations? Why it is necessary? What are achievements due to Negotiations in sourcing decisions? **6**

- Q 5 a) What is role of transportation in Supply Chain? **6**
What are the different modes of transportation? Explain any two with their advantages and disadvantages in details.
- b) What is "Risk Management" in transportation? Explain main types of risk to consider when transporting a shipment on the network. **6**
- Q 6 Write short note on any **Four** of the following: **12**
- (i) Customer Relationship Management.
 - (ii) Managing Safety Inventory in practice.
 - (iii) Various transportation network designs.
 - (iv) Differentiate 3PL and 4PL.
 - (v) Role of sourcing in Supply Chain.
 - (vi) Managerial levers to reduce lot size and cycle inventory in a supply chain without increasing cost.
 - (vii) Characteristics of information for SCLM.
