



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management

Dec 2023

PAPER No.15 (enrolment code–CPM, CPS)
PAPER No.13(enrolment code –PMM,PSM,CMM, CSM)[OFFLINE EXAM]

SUPPLY CHAIN MANAGEMENT

Date: 18.12.2023

Time: -10.00 a.m to 1.00 p.m

Max. Marks 70

Duration 3 hours

Instructions

1. Part A is compulsory. Each sub question carries one mark.
2. Part B answer any 3 questions. Each question carries 10 marks
3. Part C is a case study with sub questions and it is compulsory.

Total marks-20

Total marks-30

Total marks-20

Part – A

(20 Marks)

(Attempt all questions. Each sub question carries 1 mark.)

Q.1 Fill in the Blanks (5 Marks)

- a) JIT optimizes the processes of manufacturing by *eliminating* -----
- b) There are ----- key Supply Chain *Drivers*.
- c) Companies from *which* an organization buys its supplies are called -----
- d) In a closed loop supply chain, *Process* of ----- takes place at the end of the used product.
- e) Main focus of digital supply chains is to ----- *waste and increase profits*.

Q.2 State TRUE or FALSE (5 Marks)

- a) Dealings between two *businesses* are known as B2C.
- b) Supply Chain Management deals with three types of *flows*.
- c) Problems of aggregate planning *cannot* be formulated and resolved using EXCEL.
- d) Pricing and Revenue management is *important* in a supply chain.
- e) In a collaborative CRM, information gathered from different departments of an organization is *combined* while handling customers.

Q.3 Match the Following: (5 Marks)

	Column I		Column II
A	E-Collaboration	1	Sustainable Development Focus
B	Strategic Fit	2	Mapping Value Flow
C	Reverse Logistics	3	Exchange Information
D	VSM	4	Payments Processing
E	PayPal	5	Aligning a Supply Chain

Q.4 Expand the Following Abbreviations: (5 Marks)

- a) TCO
- b) EAN
- c) ESM
- d) SCO
- e) SMED

PART B

[30 marks]

(Attempt any 3. Each question carries 10 marks)

Q. 5

- a) What are the reasons for *Product Returns*? [5marks]
- b) What are the main approaches used to *balance* in a Supply chain?[5marks]

Q. 6

- a) Briefly explain the *functional* role of Information Technology in a supply chain? [5marks]
- b) What are the reasons for organizations using *CRM* in managing supply chains? [5marks]

Q. 7

- a) Explain the evolution of *supply chain management* with reference to the 3 revolutions?[5marks]
- b) Discuss the role of a supply chain Manager in an organization? [5marks]

Q. 8

- a) Explain the *four components* of an Agile Supply Chain? [5marks]
- b) Explain *Sourcing Strategies*? [5marks]

Q. 9 Write Short Notes on any 2 from the following: [2 x 5 = 10 marks]

- a) Extended Supply Chains.
- b) Dynamic Network in a Supply Chain.
- c) Supply Chain Response Matrix.
- d) Supplier Scoring and Assessment.

PART C

[20 marks]

Q. 10. Case study – Compulsory

An OEM has set up a small unit at a place nearer to the suppliers location. The thought behind this was to reduce the costs in transportation and handling as the basic raw material- aluminium castings has to reach the main factory, which was around 300 kms away, for the inspection and again to be sent back to the subcontractors for machining. This unit acted as a hub for receiving the castings and after inspection distribute to the subcontractors. Later the management decided to make this a production unit for assembling and send to the main factory. The products manufactured at this unit are accessories for the OEM. After a while it was found that here also costs has to be reduced to make the cost of the accessories more competitive in the market. Here they decided to give the dies for manufacturing castings to the machine shop subcontractor, directed him to get the castings from the approved suppliers. Inspection will be carried out at the foundry so that only accepted castings will reach the subcontractor. Later come of the components were also given to the subcontractors, so that sub-assemble products were delivered to the manufacturing unit. There, they do final assembly of these sub-assemblies and conduct the relevant tests for final approval. This was sent to main factory for fitting to the OE. Later the production strategy was changed from *Job type* to *Batch type* as there were lot of demand for these accessories even from the competitors of OE.

Questions:

- 1) List out the *supply chain integration* benefits from the above case?
- 2) Explain the *internal and external integration of supply chain* from the above case?
- 3) What have you understood by *vendor managed inventory* from the case?
- 4) Supply Chain *Responsiveness* of the OEM in the above case has *increased or decreased*- Explain?
