



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM

Dec 2023

Post Graduate Diploma in Materials Management - 2 years
PAPER No. 13(enrolment code- PMM, PSM, CMM, CSM) [ONLINE EXAM]

Supply Chain Management

Date : 18.12.2023
Time : 10.00 a.m to 1.00 p.m.

Max. Marks : 70
Duration : 3 Hrs.

Instructions:

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
2. From Part B – Answer any 3 questions out of 5 questions. Each question carries 10 marks. **Total :30 Marks**
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**

Part – A

[20 Marks]

Q. I. State True or False

(5 Marks)

- i. Distributors are engaged in the production & assembling of products & providing services.
- ii. Providing flexibility & efficiency is one of the advantages of 4 PL.
- iii. Recycling, Remanufacturing & Reusable packaging are part of Green logistics & Reverse logistics
- iv. In the close loop supply chain, the process of recycling takes place at the end of the used product.
- v. Inventory resources are used through out a supply chain to improve product availability.

Q. 2. Write full form of the following abbreviations.

(5 Marks)

- i. 3 PL
- ii. CRM
- iii. LP
- iv. IIoT
- v. EDI

Q.3 . Fill in the blanks.

(5 Marks)

- i. To enhance cost efficiencies, SCM focuses on customer _____.
- ii. 5 S is a tool, systematically organizes the _____.
- iii. In the strategies of pricing, the example of telecom organizations offering discount options at night is Pricing by _____.
- iv. _____ is a process where in pricing strategies are used to increase profits & optimize the allocation of the available supply chain resources.
- v. Supply collaboration is one of the elements of _____.

Q. 4. Fill in the blanks with most appropriate among 4 choices given.

(5 Marks)

- i. _____ is the main aim of this tool that is used to schedule the system such that it helps in pulling production.
a. Poka – Yoka b. SMED c. VSM d. Kanban.
- ii. As per purchasing policy, agile supply chain focuses on _____.
a. Capabilities b. Capacities c. smooth flow of production d. product life cycle
- iii. In handling return of products, core is the used part, which is returned for _____.
a. manufacturing b. remanufacturing c. disposal d. repairs
- iv. It is necessary for an operator to be certified before using an equipment, which is an example of _____ that affect supply chain.
a. Effects b. Advantage c. constraint d. Disadvantage
- v. _____ is a type of extremely low power data communication between its scanner & tag.
a. Radio frequency b. Intranet c. Internet d. RFID

PART B

[30 marks]

(Attempt any 3. Each question carries 10 marks)

- Q 5. a. Explain the 3 levels of SCM. (5 Marks)
b. Explain different types of inventories. (5 Marks)
- Q 6. a. In the strategic supply chain decisions, describe the decisions related to facilities. (5 Marks)
b. What are the supply chain drivers ? (5 Marks)
- Q 7. a. What are the principles of Lean supply chain ? (5 Marks)
b. Explain Sourcing Strategies . (5 Marks)
- Q. 8 a. Explain Aggregate Planning Strategies. (5 Marks)
b. Explain the steps need to be considered for the success of Digital Supply Chain. (5 Marks)
- Q 9. Write short notes(any 2) (2x5 = 10 Marks)
- | | |
|------------------------------|---------------------------------|
| a. Global Supply Chain Model | b. Supply Chain Response Matrix |
| c. Supplier contracts | d. Main types of CRM Systems |

PART C

[20 marks]

Q.10 Case Study (compulsory)

Air India, the Indian one of the oldest service provider Air lines has been taken over by Tatas. Tatas are working on Air India as a leader & transforming it into a new age business, changing its existing non performing & inefficient processes. They know the best view comes after the hardest climb. Now they have 3 main challenges in this line of working. First increase the turn over, add profit and most important win the confidence of their travellers, their customers & give them the value for money & would like to see their customers to have total satisfaction.

Among all the key trends that needed acceleration, in Air India two of them identified by Tatas as most important & needed immediately was

- i. Resilient Supply Chain
- ii. Sustainability

The lack of resilient Supply Chain was big problem in Air India. The quality supply chain is the backbone of any economy. Tatas know that India has the market as well as the scale to become the hub of the supply chain for the worlds. So the thrust areas identified, by Tata, for Air India was to provide & inculcate, supply chain solutions, including processes, Technology, & network.

Similar action plan was drawn on the processes in SCM which brought awareness for Sustainability for focus on health, wellness & safety, which have started getting embedded in every thing that you do in SCM.

Unlike in manufacturing organizations which have single supply chain, Air India has 4 lines of supply chain

1. Food & beverages supply chain
2. Materials supply chain
3. Equipment Supply chain
4. Manpower Supply chain

With above inputs given about Air India, its types of supply chains, & its new trends as desired by the new owners Tatas, considering you are one of the decision makers to achieve these goals, think over and answer to following 3 questions.

1. Explain type of revenue management & pricing strategy you would recommend /You would adopt ?
(6 marks)
2. Draw a supply chain planning model, & explain aligning resources & requirements. (7 marks)
3. Explain elegant tools like various types of ERP that can be used to make supply chain resilient.
(7 marks)
