



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM  
Post Graduate Diploma in Materials Management - 2 years  
PAPER No. 13 (enrolment code- PMM, PSM, CMM, CSM)

Dec 2024

## Supply Chain Management

Date : 23.12.2024  
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]

(compulsory- . Each sub questions carries 1 mark.)

#### Q 1 Choose the right answer

( 5 Marks)

- a) Cost incurred for changing production and workforce levels from one time period to the next  
i) Smoothing cost      ii) material cost      iii) downtime cost      iv ) None of these
- b) By offering discounts in peak periods, an organization can make it's revenue management highly successful  
i) True      ii) False
- c) Which of the following is NOT a Driver for a lean supply chain –  
i) Continuous improvement      ii) Standardization      iii) Over production      iv) Demand management
- d) A Distribution centre does NOT DO the following jobs -  
i) storing      ii) loading      iii) .Aggregating      iv) Producing
- e) A flood in a supplier's factory would ideally be given a Risk Index of?  
i ) 1      ii)5      iii) 10      iv) None of the above

#### Q 2 Fill in the blanks

( 6 Marks)

- a) In a \_\_\_\_\_ model, there is at least one unknown variable
- b) A supply chain operates at 3 levels – strategic, tactical and \_\_\_\_\_ levels
- c) \_\_\_\_\_ helps figure out which risk poses the greatest threat to a supply chain
- d) While doing Aggregate Planning, time periods in which the demand, capacities and inventory levels are determined is called \_\_\_\_\_
- e) Inability of the system to respond to sudden changes in demand that occur due to capacity restrictions is called \_\_\_\_\_
- f) A/an \_\_\_\_\_ supply chain responds quickly to changes in the environment

#### Q.3 Write the full form of –

(4 marks)

- (i) VSM      (ii) EOQ      (iii) GSCM      (iv) SIPOC

**Q 4 Match the following –****( 5 Marks)**

	<b>Column A</b>		<b>Column B</b>
<b>1</b>	Reorder level	<b>A)</b>	an imaginary customer that depicts key characteristics of real customers
<b>2</b>	Outsourcing	<b>b)</b>	Close relationship with one supplier
<b>3</b>	Single sourcing	<b>c)</b>	Identifies the best performing supplier
<b>4</b>	Customer profile	<b>d)</b>	Farming out the services to a third party
<b>5</b>	Ranking	<b>e)</b>	When next order is placed

**PART B****[30 marks]****(Attempt any 3. Each question carries 10 marks)**

**Q 5. a)** The Toyota Production system is also called lean Manufacturing. What are the salient features of this system **( 5 Marks)**

**b)** Supply Chain Management is essentially about managing THREE different types of flows . What are they? Explain **( 5 Marks)**

**Q6 a)** Explain in brief the various drivers of a supply chain **( 5 Marks)**

**b)** Explain the various pricing strategies an organization can use to maximise it's revenue **( 5 Marks)**

**Q7. a)** What is a closed loop supply chain? Explain with examples **( 5 Marks)**

**b)** Explain the different types of supplier contracts ? **( 5 Marks)**

**Q8 a)** Write a note on Risk Management in a supply chain **( 5 Marks)**

**b)** What do you understand by the term "Product Return"? Explain atleast 5 reasons for product returns **( 5 Marks)**

**Q9 Write short notes on any TWO –(2 x5= 10 Marks)**

- a. Green logistics    b. Agile supply chain    c. Revenue Management for perishable goods

**PART C****(20 marks)****Q.10 Case Study (compulsory)**

M/s VF corporation has many internationally well known brands in it's catalog, such as Wrangler, Lee and Girbaud.

By the year 2000, the company had over 350 distributors across the world, 50000 store locations, and more than 15 million levels of replenishment. Each division uses automatic software to manage the huge influx of data, and special techniques and software help VF to manage and use the data to benefit. They have developed their own automatic replenishment scheme, entered into alliances with all their strategic partners and designed an effective logistic system for their inbound and outbound materials

**Q1.** IT has played a major part in the success of VF. Do you agree? How does IT help a supply chain? **( 5 Marks)**

**Q2.** What, in your opinion, were the strategic supply chain decisions that were taken by VF to remain competitive **( 5 Marks)**

**Q3.** What advantages would 3PL service providers give to VF? **( 5 Marks)**

**Q4.** Explain any 3 sourcing strategies VF must be using **( 5 Marks)**