



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM  
Post Graduate Diploma in Materials Management - 2 years

PAPER No.15 (enrolment code –CPM, CPS)  
PAPER No. 13 (enrolment code- PMM, PSM, CMM, CSM)

Supply Chain Management

June 2023

Date : 19.06.2023  
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 1 Expand the following – ( 5 Marks)

- a) TCO    b) POS    c) JIT    d)TPM    e)WIP

### Q 2 Choose the right answer – ( 5 Marks)

- a) Strategy used in industries having fixed capacity and producing perishable goods is  
i) Pricing by time of use                      ii)Pricing by quantities purchased  
iii) None of these                              iv ) Both 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) Standardisation  
iii) Over production                            iv) Demand management
- d) Which of the following is TRUE about safety inventory  
i) It is kept in large quantities                  ii) It helps to avoid stockouts  
ii) It is maintained for perishable goods      iv) these goods are defective or rejected
- e) Which of the following areas should be implemented to manage digital supply chains?  
i ) Processes                                      ii)Technology  
iii) None of the above                          iv) Both the above

### Q 3 Fill in the blanks ( 6 Marks)

- a)\_\_\_\_\_ means relocating a business process from a country to another country
- b) Time between when an organization collects payment from it's customers and makes payment to the suppliers is called \_\_\_\_\_ cycle
- c) In Aggregate Planning, time periods in which the demand, capacities and inventory levels need to be determined is called planning \_\_\_\_\_
- d) \_\_\_\_\_ helps figure out which risk poses the greatest threat to the supply chain and take corrective action .
- e) Strategic Fit aligns the \_\_\_\_\_ strategy to the competitive strategy of the business
- f) A/an \_\_\_\_\_ supply chain responds quickly to changes in the environment

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

	Column A		Column B
1	Outsourcing	a)	Delivery work including storing and moving of the products
2	Logistics	b)	Reduces resources needed to make a product
3	Customer profile	c)	Farming out the services to a third party
4	Remanufacturing	d)	an imaginary customer that depicts key characteristics of real customers

**PART B**

[30 marks]

**(Attempt any 3. Each question carries 10 marks)**

Q5. a) Define Sourcing. Write a short not on any 2 sourcing strategies ( 5 Marks)

b) Write a note on Green logistics ( 5 Marks)

Q6 a) Explain any 3 pricing strategies used by organizations for structuring pricing for customer segments ( 5 Marks)

b) Define Aggregate Planning. How does Aggregate Planning help an organization ? ( 5 Marks)

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

b) What is 3PL ? What advantages do 3PL service providers give to a firm? ( 5 Marks)

Q8 a) Define reverse logistics. Give 5 reasons for product returns ( 5 Marks)

b) A good organization will have a written down code of ethics for individuals involved in the decision making process. Suggest 3 statements which should be included in the Code of ethics ( 5 Marks)

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

- TCO
- Random discounting
- Constraints in Aggregate Planning
- Tiers in a supply chain

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

In December 2011, an earthquake and subsequent Tsunami shut down the Fukushima Dai-ichi nuclear power plant for months. The economic impact of this disaster ran into billions of dollars and impacted not only the Japanese economy and society but also many firms worldwide, which were relying on Japanese companies for their parts.

Analysis of the disaster suggested that the Fukushima Plant could have maintained layer on layer of backup power to shut down it's reactors safely in case of emergencies.

A cutting edge 1600 MW European pressurized nuclear reactor has now become operational in the Baltic Sea at Olkiluoto, Finland. It has new safety systems, walls thick enough to withstand an airplane crash, robust design and backup systems for power generation.

Organisations now have in place a risk register and contingency plans to effectively minimize disruptions to their supply chains

- Design a risk score card for a firm, indicating any two risks which you feel are important to a firm
- Define any Three 3 drivers of a supply chain
- Why was Finland chosen for establishing the second reactor?
- How do you think the Tsunami affected automobile companies who were importing parts from Japan?
- What advantages does the "Make in India" drive give to a firm?