



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

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

June 2024

PAPER No.15 (enrolment code –CPM, CPS)

PAPER No. 13 (enrolment code- PMM, PSM,CMM, CSM)[OFFLINE EXAM]

Supply Chain Management

Date : 18.06.2024
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. State True or False

(5 Marks)

- i. The only importance of Supply Chain Management is to improve the Profit of an organisation.
- ii .Information is one of the component under SCM.
- iii. When OEM establishes a supply chain network with the help of suppliers & distributors who provide short term stability , it is called Dynamic Network.
- iv.“Return “ is the last stage of SCM.
- v. Managing logistics activity for order fulfilment & contract is part of Tactical level of supply chain.

Q. 2 Write full form of the following abbreviations.

(5 Marks)

- i. LSP - ii.TPM iii. TPS iv. S&OP v. WIP

Q.3.Select the right answer from mix of probable answers.

(5 Marks)

- i. Reordering level = Lead time (in days) x -----

a. Maximum level b. Minimum level c. Average daily usage d. Safety stock
- ii. Some Tools of lean production system are like ----- that systematically organises the work area.

a. Poka – Yoka, b. SMED c. 5S, d. Kanban.
- iii .In the segmentation of risk vs value diagram, the items with high risk & high value are called as -----.

a. commodity b. Critical c. Strategic d. Leverage
- iv. The reasons for organisations to use CRM in SCM

a risk reduction b. build loyalty c. improve warehousing storage d. All of these
- iv. . In the strategic sourcing, producing multiple outputs from a single source means

a. In sourcing b. Out sourcing c. single sourcing d. Multi sourcing

Q. 4. Fill in the blanks.**(5 Marks)**

- i. ----- refers to metrics being used to measure the performance of the suppliers of an organisation.
- ii. In Strategic Fit, means aligning of a supply chain _____ ,with the competitive strategy of the business.
- iii. In segmentation of Spend vs Risk / Value, the low spend & high risk / value are called _____ items.
- iv. Supplier scoring refers to holistic framework being used to measure the ----- of the supplier of an organisation.
- v. The process of _____ defines the process of retrieving & transporting products from the warehouse to the retailers directly or with the help of distribution centres.

PART B**[30 marks]****(Attempt any 3. Each question carries 10 marks)****Q.5 a.** How do you handle Revenue management for multiple customer segments ? **(5 Marks)****b.** Explain different types of pricing in revenue management ? **(5 Marks)****Q. 6 a.** Explain the difference between Lean supply chain & Agile supply chain management. **(5 Marks)****b.** Write down different types of Sourcing Strategies & explain each of them. **(5 Marks)****Q.7.a.** What are the causes of the product returns ? **(5 Marks)****b.** How do you handle Unauthorised returns & Fraudulent products ? **(5 Marks)****Q.8 a.** Explain the EDI Methodology ? **(5 Marks)****b.** Explain the concepts of Aggregate planning in SCM. **(5 Marks)****Q.9 .** Write short notes on ANY 2 of the following **(2 X 5 = 10 marks)**

- | | |
|---|--------------------------------|
| a. Role of Information Technology in SCM. | b. Balancing Supply & Demand . |
| c. Role of Digitalisation in SCM | d. Role of CRM in SCM |

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

M/s TAJ HOTELS are one of the leading Hotels & Restaurants in India & abroad since decades. They have earned their reputation for their kind approach to their guests, prompt services & clean & hygienic services.

They have their plan for growth and one of the areas they have selected for is parcel services from their restaurants to the customers place, keeping up to their well laid policies & reputation. Considering their reputation & market demand they are expecting a very quick revenue if they strategize their this plan & strengthen their Supply Chain. On this line of action they have chosen you as a SCM Expert in a senior position to discharge this responsibility. A big responsibility is on your shoulders as to make this business successful which would take you up in the ladder in such reputed organisation if you prove in this assignment.

- a. What all you would deploy/ focus on your supply chain cost drivers related to SCM ?
- b. Explain all the SCM Components in this exercise ?
- c. How would you manage your Digital Supply Chain ?