INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics &SCM
Post Graduate Diploma in Materials Management - 2 years
PAPER No 8 (enrolment code –PGMM, PGSM)
Supply Chain Management

June 2025

Date : 17.06.2025　　　　　　　　　　　　　　　　**Max. Marks: 70**
Time : 10.00 a.m, to 1.00 p.m　　　　　　　　　　**Duration : 3 Hrs.**

Instructions:
1. From Part A, contains 4 main questions (with 5 sub-questions) each question carries 1 mark Total of 20 marks
2. From part B answer any5 questions out of 5 questions. Each question carries 10 marks – A total of 50 marks

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PART – A　　　　　　　　　　　　　　　　**[20 marks]**

(Compulsory- each sub-question carries one mark)

Q. 1 Expand the following　　　　　　　　　**[5 marks]**
　　a) EOQ,　　　　b) VSM　　　　c) RFID　　　d) PPM　　　e) EDI

Q. 2 Select the best option　　　**[4 marks]**
　　a)　Total Productive Maintenance helps in
　　　i). Improved operation efficiency　　　　　*ii) Workers safety*
　　　iii) Lesser down time　　　　　　　　　　*iv) All of the above*

　　b)　Closure of all activities due to Covid will be given a rating ____ in the Risk Score card
　　　(i). 1　　　　*(ii) 5*　　　　*(iii) 0*　　　　*(iv) None of these*

　　c) Electricity prices are different for Industrial use and for domestic consumers. This is an example of
　　　(i). pricing by purchase channel　　　　*(ii) pricing by purchase location*
　　　(iii) pricing by time of use　　　　　　*(iv) pricing by quantity purchased*

　　d). Quality defects in a supply chain is the following –
　　　i). Product defect　(ii) Service defect　(iii) Internal scrap　(iv) All the above

Q.3 – Fill in the blanks　　　　　　　　**[6 marks]**
　　a) _____ is the process of avoiding mistakes and errors of workers
　　b) Time between when an organization collects payment from it's customers and makes payment to
　　　the suppliers is called _____ cycle
　　c) Resources in a supply chain can be grouped into 2 broad categories _____ and _____
　　d) Changes in demand along the supply chain in various time buckets is represented by _____
　　　tool
　　e)　In a supply chain, there is forward flow of _____ and reverse flow of _____
　　f)　Tool to avoid mistakes and errors is called _____

Q4 – Match the following – 5 marks

	Column A		Column B
1.	Changing customer demand	**a.**	Key Performance Indicators
2.	Customer profile	**b.**	Segmentation of customers
3.	Fixed capacity and perishable inventory	**c.**	When should the next order be placed
4.	Reorder level	**d.**	an imaginary customer that depicts key characteristics of real customers
5.	Defect, on time deliveries, customer satisfaction	**e.**	pricing by time of use/ sale

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 do you understand by the term "Lean Manufacturing? Explain the salient features of a lean supply chain. **(5 Marks)**

b) Why do firms undertake segmentation of their customer base? Give reasons **(5 Marks)**

Q6 a) A good company maintains a Risk Register which it updates regularly. What is a risk Register? How does it help the company to handle risks? **(5 Marks)**

b) Explain the concept of CRM. What is it's importance in Supply Chain Management? **(5 Marks)**

Q7. a) When companies sell to different customers, they prefer to adopt differential pricing in order to manager revenues efficiently. Suggest any Three (3) types of differential pricing **(5 Marks)**

b) Explain the concept of "Circular economy" and explain it's environmental benefits ? **(5 Marks)**

Q8 a) "ZERO defect is an ambition". What do you understand by them term Zero Defect? What steps can firms take to achieve zero defect? **(5 Marks)**

b) What do you understand by the term "Reverse Supply chain"? How does it benefit an organization

(5 Marks)

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

   a.   IVAT analysis   b. Importance of sourcing strategy   c. Benefit of using IT in SCM   d) PPM

PART C [20 marks]

Q.10 Case Study (compulsory)

In the Alaska Native Medical Centre, a recurring complaint was the long wait time to be treated, particularly in the Emergency Room, leading to constant complaints, substandard treatment, dissatisfaction of the hospital staff and frequent resignations.

An analysis of the patient records indicated that 80% of patients treated in a day were not seriously ill. 70% of the patients came between 9 AM to 6 PM. These people were often forced to wait upto 6 hours before receiving treatment. Resources in the hospital were spread throughout the day.

The hospital realized that they need to implement TQM methods in order to improve their operations and patient care.

Questions:

Q1. Identify the 'defect' or the problem **(5 Marks)**

Q2. If you were the head of Quality in the Hospital administration, what changes you would make? **(5 Marks)**

Q3. What benefits would the hospital get, if these changes were implemented? **(5 Marks)**

Q4. What challenges would any organization face, in implementing any change ? **(5 Marks)**

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