



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)

JUNE 2025

Supply Chain Management

Date : 23.06.2025
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 Expand the following – (5 Marks)

- a. EOQ b. TCO c. POS d. WIP e. EDI

Q. 2 Tick the right answer – (4 marks)

- a) Facility Management in a manufacturing setup is an example of
(i). Direct supplier (ii) Indirect supplier (iii) None of these (iv) Both of these
- 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). RFID can be used in the following processes –
(i). Order fulfilment (ii) Return management
(iii) Manufacturing management (iv) All the above

Q3 Fill in the blanks (5 Marks)

- a) _____ is the process of finding the best supplier for our raw materials
- b) Time between when an organization collects payment from its 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) _____ helps figure out which risk poses the greatest threat to the supply chain and take Corrective action
- e) Fixing the price by bargaining between the buyer and Seller is called _____

Q4 – Match the following – 6 marks

	Column A		Column B
1.	Product levelling	a.	JIT is followed
2.	Single sourcing	b.	Reduces resources needed to make a product
3.	Customer profile	c.	stabilizes the work process
4.	Fixed capacity and perishable inventory	d.	When should the next order be placed
5.	Reorder level	e.	an imaginary customer that depicts key characteristics of real customers
6.	Lean manufacturing	f.	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)** Segmenting the inputs into spend categories is an intelligent way to analyze. Costs. What is segmentation and how is it used? **(5 Marks)**
- Q6 a)** A good company maintains a Risk Scorecard which it updates regularly. What is a risk scorecard? How does it help the company to handle risks? **(5 Marks)**
- b)** Compare and contrast green logistics with Reverse logistics **(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)** What is Supply Chain Planning? Explain it's key elements ? **(5 Marks)**
- Q8 a)** Companies are moving from a transactional marketing to relationship marketing. Suggest 5 ways in which customer relationship Management helps in SCM **(5 Marks)**
- b)** What do you understand by the term "Product Return"? Explain at least 3 reasons for product returns **(5 Marks)**
- Q9 Write short notes on any TWO – (2 x5= 10 Marks)**
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|-------------------------------|------------------------------------|
| a. 3PL | b. Importance of sourcing strategy |
| c. Benefit of using IT in SCM | d. Closed loop supply chain |

PART C

(20 marks)

Q.10 Case Study (compulsory)

The 2014 release of Apple iPhone 6 was declared a phenomenal success. Further cementing Apple's success in maintaining a technological lead in the highly competitive smartphone industry.

It therefore came as a huge surprise to Apple's management when GT Advanced Technologies, the sole supplier of the super-hard sapphire smartphone screen, which was scratch resistant and much better than the standard Gorilla glass, declared that it was going out of business.

Problems in GT were many. GT had never mass produced sapphire glass, they had hired workers too many too quickly, there were flaws in their production systems, furnaces were still being commissioned and GT was lagging behind in it's commitments.

Even though Apple blamed GT, it was forced to offer GT US\$100 million in loan to help them tide over their problems.

But still GT could not deliver and ultimately filed for bankruptcy.

Questions:

- Q1.** Do you think Apple was right in having a single supplier for such an important component? How could they have avoided this problem **(5 Marks)**
- Q2.** Analyse the problem in this case – what were GT's mistakes and what were Apple's mistakes, in your opinion **(5 Marks)**
- Q3.** If you were the top Management of Apple, how would you have solved the problem? **(5 Marks)**
- Q4.** Explain any 3 sourcing strategies companies use **(5 Marks)**