

BE- Sem-VII (CBSEGS) Mech - Supp. chain Mgt
Supply Chain Management. Q. P. Code : 793801
(3 Hours) [Marks : 80]

21/12/16

- Note :** 1) Question number ONE is compulsory. Answer any THREE from remaining FIVE.
2) All questions carry equal marks.
3) Answer to each new question should be started on a fresh page.
4) Figure in brackets on the right hand side indicate full marks.
5) Assume suitable data if necessary.

1. (a) Explain different decision phases of SCM. 05
(b) Explain macro perspectives of SCM. 05
(c) Explain bullwhip effect. 05
(d) What do you mean by Tailored Transportation? 05
2. (a) Explain Design procedure for Supply Chain Network (SCN) with neat sketch. 10
(b) Draw a block diagram showing Process of Supply Chain Management 10
3. (a) Explain with a block diagram Vendor development and evaluation process in SCM. 10
(b) Explain in SCM the procedure for achieving Strategic Fit. 10
4. (a) The case deals with the restructuring initiatives Dabur took in the early 2005s. In order to cater to a wider audience, Dabur decided to reposition itself as an FMCG company with a herbal plank, moving away from its earlier image of an Ayurvedic medicine manufacturer. In order to convey a new vibrancy, the company has adopted new product offerings and new packaging. Dabur's promotional campaigns include leading Bollywood actors and sportstars. Dabur moved away from an umbrella branding strategy and went in for individual branding. It pruned products which were not aligned with its brand architecture. It also took concerted steps towards geographical expansion to international markets, and within India, focused on regions like southern India, which it had earlier neglected. The company's revenues in 2010-11 reveal that the changes undertaken by the company have started showing results. 12

Attempt following Questions with Discussion:

1. Analyze the reasons that impelled Dabur to refine its Ayurvedic image to that of a herbal FMCG company?

TURN OVER

2. What were the action plans Dabur undertook as part of its restructuring?
How did they help close the chinks in its marketing armour?
3. Dabur targeted sales of Rs.800 billion by 2017. Comment on the growth strategies to be adopted by Dabur.
- (b) Explain with block diagram supply chain IT framework 08
5. (a) Explain with sketch Competitive and supply chain strategies. 10
(b) Explain with block diagram Customer Relationship Management (CRM). 10
6. Write Short notes on **ANY TWO** of the following: 20
a) Green supply chain.
b) Purchasing policies.
c) Risk management in IT.
