



**NAVVRACHANA
UNIVERSITY**
a UGC recognized University

School: School of Business and Law
Program/s: BBA
Year: 3rd **Semester:** 5th
Examination: End Semester Examination
Examination year: December - 2021

Course Code: MG305 **Course Name:** Supply Chain Management

Date: 07/12/2021

Time: 14:30 PM to 16:30 PM

Total Marks: 40

Total Pages: 02

Instructions:

- All questions are compulsory
- Use of a calculator is permitted/~~not permitted~~
- * COs=Course Outcome mapping, # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	Short notes on the followings: (a) SCOR Model (b) Two bin inventory system (c) Economic order quantity (EOQ) (d) Third Party Logistics (3PL) (e) Vendor Managed Inventory (VMI)	2×5=10	CO1, CO2, CO3, CO4	BT1, BT2
Q.2	Compare and contrast between efficient supply chain and responsive supply chain using suitable example.	4	CO2, CO3	BT1, BT2, BT3
Q.3	What are the pros and cons of different mode of transportation and transportation network design options?	6	CO1, CO2, CO3, CO4	BT1, BT2
Q.4	Discuss about different criterion and techniques for supplier evaluation.	4	CO2, CO3, CO4	BT1, BT2, BT4
Q.5	A TV manufacturer has demand for its latest 3D technology. The observed demand (in thousand) has been 8415, 8732, 9014, 9808, 10413 and 11961. Forecast demand for period 7 using Exponential smoothing with $\alpha = 0.2$. Also find MAPE for forecast error.	4+2=6	CO2, CO3, CO4	BT4
Q.6	The details of capacity of each factory, demand from each store, the unit transportation cost in rupees from each factory to each store is given below. Find basic feasible solution using VAM.	6	CO2, CO3, CO4	BT4, BT5

Factory	Stores				Capacity
	S ₁	S ₂	S ₃	S ₄	
P	2	4	6	11	50
Q	10	8	7	5	70
R	13	3	9	12	30
S	4	6	8	3	50
Demand	30	35	105	30	

Q.7 A multinational company is planning for expanding its supply chain network in India. The details of three different demand points coordinate and their demand are: New Delhi (350, 550) 200, Mumbai (150, 125) 450 and Kolkata (450, 400) 175. Find coordinate of proposed factory.

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CO2, BT1,
CO3, BT4,
CO4 BT5

***** End of Question Paper *****