**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, OCT- NOV-2020**

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| Course Name | Supply Chain Management | Course Code | OM-401 |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**Q1** is compulsory and carries **10 Marks**. Attempt any **5 questions from Q2 to Q7**. Each question carries **6 Marks**.

**Q1)**

**(a)** Consider a supermarket deciding on the size of its replenishment order from P & G. What costs should it take into account when making this decision?

**(b)** Discuss how various costs for the supermarket in Q (a) change as it decrease the lot size ordered from P & G.

**(c)** As demand at the supermarket chain in Q(a) grows, how would you expect the cycle inventory measured in days of inventory to change? Explain.

**(d)** The manager at the supermarket in Q(a) wants to decrease the lot size without increasing the costs he incurs. What actions can be taken to achieve these objectives?

**Q2)** What are the ways in which a firm can move from an MTS model to CTO model?

**Q3)** Compare and contrast the supply chain strategies for a vertically integrated company and a horizontally integrated company.

**Q4)** Within the organization, who is involved in a network design project (operations, sales, marketing executives, etc.)? How?

**Q5)** What are the advantages of moving the push-pull boundary earlier in a supply chain? What about later?

**Q6)** Discuss how each of the following helps to alleviate the bull whip effect:

1. Vendor managed inventory (VMI)
2. Supply contracts

**Q7)** How can firms cope with huge variability in customer demand?