

Code No: MB164H/R16

MBA IV Semester Regular Examinations, April-2018

SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

1. a Define the concept of Supply chain Management?
b Explain different types of Supply chain Management?
2. a How is purchasing done in supply chain? Discuss
b Discuss the distribution issues in Supply Chain Management?
3. a Define the concept of Customer Relationship Management?
b Mention the key tools and components of Customer Relationship Management?
4. a Describe how to design a supply chain performance measurement system?
b How does the firm assess the internal integration of key process in supply chain?
5. a Discuss the main differences between logistics within a single country and logistics that span a number of different countries?
b Discuss the methods of entry into foreign markets
6. a Discuss about the strategic importance of transportation?
b State about the E-Commerce issues in transportation?
7. a Discuss the Strategic importance of Customer Relationship Management
b Mention some of the popular CRM Applications?



Code No: MB164H/R16

8. Ace Dairies gives a home delivery service for milk, dairy products and a range of related goods. Roger Smitheram has run the dairy for the past twelve years. His product is a combination of goods (the items he delivers) and services (the delivery and associated jobs he does for customers). At the heart of operations is an information system which contains full details of all Roger's 500 customers, including their regular orders, special orders, where to deliver, how they pay, and so on. Every day the system calculates the likely sales of all products in two days' time. Roger adds some margin of safety, allows for likely variations and passes his order to Unigate Dairy in Totnes in Devon (about 150 km away). This Unigate depot acts as a wholesaler for milkmen in Wales and the southwest of England. The following evening it delivers to a holding depot in Camborne, and then takes Roger's goods 10 km to a cold store in Hayle. At 5.30 the following morning Roger collects the order from his cold store and starts delivering to customers. This normally takes until 1.30 in the afternoon, but on Fridays he spends more time collecting money and often finishes after 5.00 pm. There are several specific problems facing Ace Dairies. There is, for example, some variation in daily demand, so Roger has to carry spare stock. He cannot carry too much, as dairy products have a short life and anything not delivered quickly is thrown away. Roger aims at keeping this waste down to 2 per cent of sales. There are also problems maintaining a service during holidays, or when Unigate has difficulties with their deliveries. Perhaps Roger's main concern is maintaining his sales over the long term. Demand for doorstep deliveries is declining, as people buy more milk at supermarkets. The number of milkmen in Hayle has declined from ten in 1987 to three in 2002. Most of Roger's customers have been with him for many years, but he generates new custom by canvassing, delivering leaflets, special offers, carrying a range of other products, and so on.

1. Describe the supply chain for milk.
2. Where does Ace Dairies fit into this? What specific activities form the logistics in Ace Dairies?
3. What are the main problems that Ace Dairies has with logistics?

