

Reg. No. :

Question Paper Code : 91070

B.E./B.Tech. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2022.

Seventh Semester

Agriculture Engineering

OME752 – SUPPLY CHAIN MANAGEMENT

(Common to: Biomedical Engineering/Computer Science and Engineering/ Computer and Communication Engineering/Electronics and Communication Engineering/Electronics and Telecommunication Engineering/Medical Electronics/Bio Technology/Food Technology/Information Technology/Pharmaceutical Technology/Plastic Technology/Polymer Technology)

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A – (10 × 2 = 20 marks)

1. Define supply chain surplus.
2. List the drivers that determine the supply chain performance in terms of responsiveness and efficiency.
3. Identify the factors influencing distribution network design.
4. Infer "clicks-and-mortar".
5. List the role of transportation in a supply chain.
6. Identify the three basic questions that needs to be considered when designing a transportation network between two stages of a supply chain.
7. State Bull whip effect.
8. When does a firm offshores a supply chain and outsources a supply chain?
9. Infer the four key processes under Customer Relationship Management.
10. Compare Strategic planning and Demand planning.

PART B — (5 × 13 = 65 marks)

11. (a) Describe how a company achieves strategic fit between its supply chain strategy and its competitive strategy.

Or

- (b) Identify the three key supply chain decision phases and outline the significance of the three key supply chain decision phases.

12. (a) Explain the various roles of network design in the supply chain.

Or

- (b) Explain the design options for a distribution network with suitable illustrations.

13. (a) Outline the various forms of tailored transportation in supply chain.

Or

- (b) Elaborate the factors affecting transportation decisions in practice.

14. (a) Summarize the effect of lack of coordination in supply chain.

Or

- (b) Illustrate the considerations and mechanisms involved while selecting suppliers for a firm.

15. (a) Illustrate the role of IT in supply chain with suitable examples.

Or

- (b) Outline the future of IT in the supply chain with necessary illustrations.

PART C — (1 × 15 = 15 marks)

16. (a) Outline the major Supplier Relationship Management processes with suitable examples.

Or

- (b) Contracts should be designed to facilitate desirable supply chain outcomes by growing the supply chain surplus and minimizing actions that hurt performance. In this context, illustrate the different supply chain contracts in supply chain management.