



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

## POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22) END TERM EXAMINATION (TERM -IV)

Subject Name: **Supply Chain Management**

Time: **02.30 hrs**

Sub. Code: **PG-32**

Max Marks: **60**

### Note:

All questions are compulsory. Section A carries 10 marks:5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

### SECTION - A

Attempt all questions. All questions are compulsory.

**2×5 = 10 Marks**

**Q. 1 (A):** Define a Supply Chain.

**Q. 1 (B):** Who are key players in a supply chain? Give examples.

**Q. 1 (C):** What are key component of supply chain management?

**Q. 1 (D):** Discuss importance of IoT in supply chain management?

**Q. 1 (E):** How do you measure supply chain performance of a vegetable supply in online retailing?

### SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

**10 x 3 = 30 Marks**

**Q. 2: A.** What important decision a Manager do to make a supply chain effective?

**Or**

**Q. 2: B.** Discuss Strategy for a plastic furniture manufacturing company in order to keep its supply chain operational.(CO3)

**Q. 3: A.** Discuss AI roles in improving supply chains. Take examples to explain your answer.

**Or**

**Q. 3: B.** With current E-business scenario and what role can IT players in making supply chain effective and responsive. (CO4)

**Q. 4: A.** How do you measure the performance of your transportation business if you are having a fleet of trucks and lorries?

**Or**

**Q. 4: B.** What is the role of logistics in making supply chain effective?(CO4)

### SECTION - C

**Q. 5: Case Study: Quick Response Apparel.**

Imagine walking into a store and ordering clothing manufactured to your size and specifications. This phenomenon is called “apparel on demand”– is an extension of JIT linking retailers and manufacturers for a just-in-time responsiveness. With this quick response, retailers can send their point-of-sale information directly to the factory floor to minimize downtime. Clothing is delivered to the purchaser through normal retail channels. Customer Clothing Technology Corporation (CCTC) is making reasonably priced custom jeans for women. This apparel-on-demand concept could result in 30 percent production savings. It also reduces the need for inventory and markdowns. CCTC was launched by Sung Park, who feels women will pay the \$48 price for a pair of jeans guaranteed to fit.

Women are electrically measured and select their jeans’ style in stores contracting with CCTC’s JIT service. The jeans are cut in Vermont, sewed in Texas, and shipped to the customers in less than two weeks. The current market for women’s jeans is \$2 billion, so Park feels this great market to test JIT jeans.

## Question

**Q. 5: (A).** If you are a traditional retailer, do you think customer will wait for your Jeans?

**Q. 5: (B).** How can JIT concepts be used here by CCTC to increase customer service?

(CO2)

**Mapping of Questions with Course Learning Outcome**

<b>Question Number</b>	<b>COs</b>	<b>Marks Allocated</b>
Q. 1:	CO1	10 marks
Q. 2:	CO3	10 marks
Q. 3:	CO4	10 marks
Q. 4:	CO4	10 marks
Q. 5:	CO2	20 marks

**Note:** Font: Times New Roman, Font size: 12.