

**MASTER OF BUSINESS ADMINISTRATION
(SCMFL)**

Term-End Examination

June, 2012

00792

MCQ-009 : SUPPLY CHAIN ARCHITECTURE

Time : 3 hours

Maximum Marks : 100

Note : Attempt any ten questions. All questions carry equal marks.

1. How could an auto manufacturer use transportation to increase the efficiency of its supply chain ? Explain. 10
2. What types of networks are best suited for commodity items ? Justify your answer. 10
3. Consider a firm like ford with over 150 facilities worldwide. List the pros and cons of this approach and why it may or may not be suitable for the automobile industry ? 10
4. What are the major financial uncertainties faced by an electronic components manufacturer deciding whether to build a plant in Taiwan or in Australia ? 10

5. What role does forecasting play in the supply chain of a build-to-order manufacturer such as Dell ? 10
6. Discuss why subcontractors can often offer products and services to a company more cheaply than if the company process them itself. 10
7. The manager at the super market would like to decrease the lot size without increasing the costs he incurs. What actions can he take to achieve this objective ? 10
8. Describe two types of ordering policies and the impact that each of them has safety inventory. 10
9. How can post ponement of product differentiation be used to improve supply chain profitability ? 10
10. Why is the benefit from e-business larger in the PC industry than in the book or grocery industry ? 10
11. Compare the transportation costs for an e-business like Amazon.com and a retailer like Home Depot when selling home improvement materials. 10

12. How do trade promotions and price fluctuations impact coordination in the supply chain? What pricing and promotion policies can facilitate coordination? 10
13. Write short notes on *any two* of the following: 10
- (a) Responsive Supply Chains
 - (b) Distribution Centre Design
 - (c) Centralized Vs decentralized distribution systems
 - (d) Supply chain design and business environment.
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