

**Supply Chain Management & Logistics (18MBA-301D)**

**Total Marks : 15**

**Time: 1 Hour**

**Q.1. All Questions are compulsory each questions carry 1 mark (1x5=5)**

- Define Supply Chain Management Process.
- What is the function of Value Chain?
- What is Consolidating Shipments?
- What are the different types of Forecasting based on Economy?
- Define Centralize Supply Chain.

**Q.2. Answers two questions each questions carry 5 marks (2.5x2=5)**

- Briefly describe the Impact of Supply Chain Management on Sales with suitable example.
- In bakery, given the weekly demand data to calculate the exponential forecast for the period 2-10 weeks using  $\alpha = 0.6$ . (Assume  $F_1 = D_1$ ).

Week	1	2	3	4	5	6	7	8	9	10
Demand	820	775	680	655	750	802	798	689	775	----

- What is Bull Whip Effect? Briefly write down the function and causes of Bull Whip Effect.

**Q.3. Answer one question out of two questions (5x1=5)**

- Why is CRM important in supply chain management? Describe the Role of CRM in SCM along with its benefits.
- In a pizzas point, the manager must forecast the weekly demand for these pizzas, so that he can order the ingredients weekly. The recent demand has been as follows;

Weeks of	Pizzas
June-2	40
June-9	55
June-16	52
June-23	56
June-30	57
July-7	60
July-14	--

- Forecast the demand for pizza for june-23 to july-14 by using the simple average method with  $n=3$ . Then repeat the forecast by using the weighted moving average method  $n=3$  & weights of 0.5, 0.3, & 0.2 applying to the most recent demand.
- Calculate the MAD (mean absolute deviation) for each method.