

MAY 2012

P/ID 77553/PMBP1

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Identify the three key supply chain decision phases.
2. Name two types of Merchandise management in detail.
3. Discuss the role of each driver in creating strategic fit.
4. Discuss the strengths and weakness of various distribution options.
5. Identify the role of distribution in the supply chain.
6. What are the factors affecting optimal level of product availability?
7. Mention two characteristics of service.
8. What is model stock plan?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the functions of supply chain management?
10. State the uses of MIS.
11. Explain briefly quality gap model.
12. Describe the role of merchandise management in retail marketing.
13. Discuss the major decision areas in supply chain management.
14. Explain the impact of uncertainty on Network design.
15. What are factors affecting optimal level of product availability?
16. Identify dimensions of supplier performance that impact total cost.

PART C — (1 × 20 = 20 marks)

(Compulsory question)

17. Harley Davidson has its engine assembly plant in Milwaukee and its motor cycle assembly plant in Pennsylvania. Engines are transported between the

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two plants using trucks. Suppose each truck trip cost \$ 1,000. The motor cycle plant assembles and sells 300 motor cycles each day. Each engine costs \$ 500 and Harley incurs a holding cost of 20 percent per year. How many engines should Harley load on to each truck? What is the cycle inventory of engines at Harley?
