

**P/ID 77553/
PMBP1**

MAY 2013

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Describe the cycle and push/pull views of a supply chain.
2. Describe the different measures of product availabilities?
3. Discuss the importance of expanding the scope of strategic fit across the supply chain.
4. Identify the major drivers of supply chain performance.
5. What are the factors influencing distribution network design?
6. Analyse demand forecasts to estimate forecast error.
7. What is the role of safety inventory in the supply chain?
8. Evaluate the strengths and weakness of different modes of transportation.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain why achieving strategic fit is critical to a company's overall success.
10. How could an auto manufacturer increase responsiveness through its facilities?
11. What type of networks are best suited to highly differentiated products?
12. What are the major cost categories needed as inputs for aggregate planning?
13. Explain how a reduction in lead time can help a supply chain reduce safety inventory without hurting product availability.
14. What are the various retail segments in Tamilnadu?
15. What issues must be considered when designing a supply chain relationship to improve the chances of developing co-operation and trust?
16. What are the key advantages that best- of- bread software companies provide?

PART C — (1 × 20 = 20 marks)

Compulsory question.

17. Weekly demand for Motorola cell phones at a Best Buy store is normally distributed with a mean of 300 and a standard deviation of 200. Motorola takes two weeks to supply a best buy order. Best Buy is targeting a CSL of 95% and monitors its inventory continuously. How much safety inventory of cell phones should Best Buy carry? What should their RoP be?
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