



**Paper 6**  
**Supply Chain Management & IT Interface**

**Date: 13.12.2015**

**Time: 2.00PM–5.00PM**

**Max. Marks: 100**

**Duration:3 hrs**

**Instructions:**

1. From Part A, answer all questions Qs 1, 2 and 3 (compulsory) --Q1 (12 marks), Q2 (8 marks) and Q3 (12 marks) - Total 32 marks.
  2. From Part B, answer any 4 questions from Q No.4 to Q9. Each question carries 12marks (total 48 marks)
  3. Part C, Q No. 10 (Case Study) is compulsory.( 20 marks)
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PART A

**Q1. State True or False for the following: (1 mark each = 12 marks)**

- (i) A department store like Shoppers Stop may find it not feasible to develop and maintain a Distribution Centre in each city.
- (ii) Internet today, instead of impacting the virtual world, has been found to be appropriate only for some category goods.
- (iii) Building a thriving Retail site on the Internet is just as difficult as building an actual brick and mortar store.
- (iv) Information is always with reference to a particular time frame.
- (v) UPC and Barcode are two different IT tools.
- (vi) In India, investing in technology does not vary significantly with the type and size of operations and the estimated payback period.
- (vii) The use of a barcode scanner implies that the customer has to pay by way of a credit card.
- (viii) The concept of Logistics emanated first from the Retail Sector.
- (ix) Use of EDI can avoid a manual error, which may arise when keying in data
- (x) In SCM solutions, conflicts are not necessarily the main issues?
- (xi) The nature of the industry that a retail organization operates also influences supply chain and logistics decisions.
- (xii) Many food retailers now source a substantial amount of the products required from the Mandis, instead of sourcing from the APMC

**Q2. Distinguish between any 2 of the following (4 marks each = 8 marks)**

- (i) Traditional business and e-business.
- (ii) RFID v UPC or Bar Code
- (iii) Database management, data warehousing, data mining
- (iv) III party logistics and IV party logistics.

**Q3. Fill in the blanks with appropriate words: Attempt any 12 out of 16**

**(1 mark each = 12 marks)**

- (i) \_\_\_\_\_ do not provide you feedback on actual performance
- (ii) Information engineering used 4 steps to build its architecture: Planning, analysis, \_\_\_\_\_ and construction.
- (iii) Data directories and repositories are \_\_\_\_\_ tools.
- (iv) Efficiency in dealing with the customer right from the time he/she logs on to the website to the time the \_\_\_\_\_ is actually fulfilled, is an important aspect of what one may call the e-\_\_\_\_\_ mix.
- (v) A single customer \_\_\_\_\_ has implications on a wide range of areas.
- (vi) Sales would need to look at the \_\_\_\_\_ effect of each customer transaction.
- (vii) Use of technology, aids \_\_\_\_\_ collection.
- (viii) EDI is defined as the \_\_\_\_\_ of business information through \_\_\_\_\_ interfaces using computer.
- (ix) EDI is at the core of overall concept of \_\_\_\_\_ (EC)
- (x) EAN is \_\_\_\_\_.
- (xi) EAN is also known as \_\_\_\_\_ Brussels.
- (xii) A fast emerging concept is that of Agile Supply Chain (ASC), which is driven by being \_\_\_\_\_ to the market.
- (xiii) Complete \_\_\_\_\_ integration is a prerequisite for developing an AGC.
- (xiv) Short product life cycles are apparent in \_\_\_\_\_ and, due to perishable nature of products, in the \_\_\_\_\_ industry.
- (xv) Companies were limited in their ability to work with global parties because of \_\_\_\_\_ barriers and \_\_\_\_\_ differences.
- (xvi) The infrastructure in a cold chain primarily consists of \_\_\_\_\_ storage, and \_\_\_\_\_ carriers.

**PART B**

**(Attempt any 4 from Q 4 to Q 9 12 Marks each = 48 marks)**

**Q4. Write briefly on any 3 of the following (4 marks each = 12 marks)**

- (a) The effect of a single customer transaction
- (b) Collaborative Planning forecasting & replenishment
- (c) Role of IT in meeting Time to Market.
- (d) Mobile commerce
- (e) Alert Monitor

- Q5.** Explain the role of IT in various business domains. Discuss this with special emphasis on analytical application in SCM decision.
- Q6.** Explain the e-business model and its relationship with Global supply chain.
- Q7.** Identify the benefits from an integrated IT solution supporting the retail business. Give examples
- Q8.** Successful IT implementation is the overall growth of the participation of knowledge workers” – Comment on this statement.
- Q9.** Comment on the state of the infrastructure supporting a nation wide retail supply chain operation.

## PART C

**Q10. Case Study (Compulsory)**

**20 marks**

ABC Company gets an ad-hoc customer order of a sizeable quantity for their product X, for delivery within a fortnight. Trace sequentially the several supply chain flow processes and transactions that this order will trigger in an IT enabled supply chain system that should enable the Customer Manager to respond to the customer within 36 hours of receipt of order as per Company policy.

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