

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, April/May 2018

Program: B.Tech CSE (MS)
Subject (Course): Supplier Relationship Management
Course Code : CSEG 366
No. of page/s: 01

Semester – VI
Max. Marks : 100
Duration : 3 Hrs

SECTION A		(20 marks)	
S. No.		Marks	CO
Q1.	Explain the steps involved in Supply Chain Execution.	4 marks	CO1
Q2.	Briefly explain supply chain planning.	4 marks	CO3
Q3.	Highlight the key trends in Supply Chain Management.	4 marks	CO1
Q4.	Explain the key issues associated with Supply Chain Management.	4 marks	CO2
Q5.	List the challenges faced in Supply Chain Integration.	4 marks	CO5
SECTION B		(40 MARKS)	
Q6.	Describe the importance of SCOR model for supply chain.	10 marks	CO4
Q7.	Discuss the supply chain design. Also explain why it is referenced as a dynamic challenge.	10 marks	CO6
Q8.	Discuss the methods which can be used to improve forecasts.	10 marks	CO8
Q9.	Write short notes on: E-procurement, E-collaboration and E-business.	10 marks	CO7
	OR		
	List the benefits of using SAP in Supply Chain Management.		CO9
SECTION-C		(40 MARKS)	
Q10.	“IT and SCM go hand in hand” Comment.	20 marks	CO10
Q11.	Elaborate on “Air-force goals for SRM mirror those of commercial firms”	20 marks	CO11
	OR		
	Discuss the importance of trust building in automotive industry; also differentiate between competence and goodwill trust.		CO9

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SECTION A

(20 marks)

S. No.		Marks	CO
Q1.	Explain the importance of Supply Chain Execution.	4 marks	CO1
Q2.	Bring out the advantages of SCM.	4 marks	CO3
Q3.	Highlight the key issues of Supply Chain Management.	4 marks	CO1
Q4.	Explain the importance of planning before execution of a supply chain.	4 marks	CO2
Q5.	Highlight the importance of supply chain planning.	4 marks	CO5

SECTION B

(40 MARKS)

Q6.	Elaborate on the various stages defined in SCOR model for supply chain.	10 marks	CO4
Q7.	Differentiate between push and pull strategies.	10 marks	CO6
Q8.	Explain why it is important to improve on the forecasts in SCM.	10 marks	CO8
Q9.	With the help of a diagram explain integration between Internet and Supply chain.	10 marks	CO7
	OR		CO9
	List the benefits of using SAP in Supply Chain Management.		

SECTION-C

(40 MARKS)

Q10.	Discuss why IT and SCM are termed as the flip side of the same coin.	20 marks	CO10
Q11.	Elaborate on "Air-force goals for SRM mirror those of commercial firms"	20 marks	CO11
	OR		CO9
	Keeping in mind the Pharmaceutical industry bring out the importance of: Trust building, competence and good-will.		