

BC-506 (i)

SUPPLY CHAIN MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Supply chain management (SCM): concept, scope and importance; approaches to SCM; role of SCM in a firm and economy; SCM and marketing mix; SCM as coordination function; integrated SCM: total cost concept; Strategic SCM: SCM strategy, implementation and management; interrelationship of SCM and marketing.

Elements of SCM; transportation: considerations in selecting the right mode; multimodal transportation; warehousing: types, site selection and management; customer service-strategy and practices; distribution channel design.

Information system in SCM; ERP and SCM; recent developments in SCM - third/fourth party logistics.

REFERENCES

- Bower Sox D.J., and Class D.J., Logistical Management, Tata McGraw Hill, New Delhi.
- Chadwick and Shan Rajagopal, Strategic Supply Chain Management, Butterworth Heinemann.
- Chopra, Sunil and Meindl, Peter, Supply Chain Management, Pearson Education, Delhi.
- Cooper, J. Strategic, Planning on Logistics and Transportation, Kogan Page, London.
- Gattorna J.L. & Walters D.W., Managing the Supply: A Strategy Perspective, McMillan Business.
- Kapoor Satish and Kansal P., Basics of Distribution Management, Prentice Hall of India, New Delhi.
- Lambert D, Stock JR and Ellram LM, Strategic Logistics Management, Tata McGraw Hill, N.D.
- Sahay B.S., Supply Chain Management: For Global Competitiveness, McMillan India Pvt. Ltd.