

International Islamic University Chittagong

Department of Business Administration

Program: MBA

Mid -Term Examination, Autumn-2019

Course Code: SCM-5501, Course Title: Supply Chain Planning, Design and evaluation

Full Marks: 30.

Time: 2 Hours

(Answer three questions only. All questions are of equal value)

- 1 (a) Define supply chain Management .Consider the supply chain involved when a customer purchases a computer at Wal-Mart. Identify the cycles in this supply chain and the location of the push/pull Process. 05
- (b) What are some strategic, planning, and operational decisions that must be made by an apparel retailer such as "The Gap"? Explain the supply chain Macro process in a firm. 05
2. (a) Justify the following terms : 05
 1. Relationship between desired response time and number of facilities
 2. Relationship between number of facilities and inventory costs
 3. Relationship between number of facilities and transportation cost
 4. Relationship between number of facilities and facility costs
 5. Variation in logistics cost and response time with number of facilities
- (b) As a online sales distribution network designer, how would you evaluate the online sales affect a supply chain's ability to meet customer needs and the cost of meeting those needs? 05
3. (a) Define distribution system. Evaluate the factors that influence network design decisions. 05
- (b) How would you made in four phases of global network design decision? Explain with framework. 05
4. (a) How can the cross-functional drivers be used to create strategic fit for a PC manufacturer targeting both time- sensitive and price-conscious customer? 05
- (b) Discuss the role of logistical drivers in creating strategic fit between the supply chain strategy and the competitive strategy. 05