 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	MBA	Supply Chain Management
Year	2	
Total Marks:	100	

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)


- A.** Why SCM became an important managerial issue during 1990s?

- B.** What is Physical Distribution Management? Describe its components? Also, elucidate the "total approach" to PDM.

- C.** Explain with examples demand and demand management.

- D.** How do you link goods flow, information flow and cash flow in SC integration? Explain with appropriate diagram.

- E.** Do you see any difference between a functional and an innovative product? How these differences influence the supply chain design and its performance objectives?

 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 2
Course	MBA	Supply Chain Management
Year	2	
Total Marks:	100	

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)

- A.** "These are many possible structures for SC, but the simplest view has materials converging on an organising through tiers of suppliers and products diverging through tiers of customers".Elaborate.
- B.** Define ERP. Give its tangible and intangible benefits.
- C.** It is said that the overall aim for logistics is to achieve high customer satisfaction or perceived product value. This must be achieved with acceptable costs. How would you find the best balance?
- D.** What are the salient features of Quick Response System? For what kind of product it has been found to be beneficial and why?
- E.** What is a supply chain and what is effective SCM?