



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (G/M/SM) (2016-18 BATCH)

TRIMESTER- IV, MID-TERM, AUGUST 2017

SUPPLY CHAIN MANAGEMENT(OP-402)

Time: 1 Hrs.

Marks:20

Q1. Describe Supply Chain decision-making framework and the role of

Four major Drivers of Supply Chain.

Q2. Explain, how Postponement Strategy contributes to achieving Efficiency

and Responsiveness in Supply Chain Mgmt. Explain, how Asian Paints

deployed this strategy and gained competitive advantage through delayed

differentiation using Tag Line 'Mera Wala Pink'.

Q3. Describe different forms of CPFR practiced in Supply chain mgmt.

How GCPL (Godrej Consumer Products Limited) has adopted CPFR

Q4. Discuss various Aggregation Strategies for outsourcing in Supply Chain

Management. Describe 3-PL and 4-PL practices in Maruti Udyog.