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**Presidency University**

**Bengaluru**

**School of Management**

**Summer Term End-Term Examination - August 2024**

**Date**: 05-08-2024

**Time**: 9:30am – 12:30pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: II MBA BATCH 2022

**Course Code**: MBA 3057

**Course Name**: Global Supply Chain Management

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Question (CO:01 Knowledge)
2. List the capital intensive facilities in global cost forces (CO:01 Knowledge)
3. Discuss the outbound logistics in global supply chain management (CO:01 Knowledge)

1. Mention the steps in system integration process. (CO:01 Knowledge)
2. Explain the essential elements of customer service in global supply chain management (CO:01 Knowledge)

1. Identify the level of customer expectation in global supply chain management (CO:01 Knowledge)
2. What are the benefits of vendor managed inventory in supply chain management (CO:02 Knowledge)
3. Explain the mode of transport in INCOTERMS. (CO:02 Knowledge)
4. Identify the negative impacts of free trade in global supply chain management (CO:02 Knowledge)
5. Mention the different types of FTZ in global supply chain management. (CO:01 Knowledge)
6. List the import documents in global trade. (CO:01 Knowledge)
7. Define counter trade (CO:01 Knowledge)

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Explain the various steps to developing a customer service strategy in global supply chain management. (CO:02 Application)
2. Describe the effective building customer relationships in supply chain management (CO:02 Application)

1. Discuss the components of demand management in global supply chain. (CO:02 Application)
2. Explain the priciples of inventory management in supply chain (CO:03 Application)

1. What is global trade and explain the impact of free trade movement on global supply chain management (CO:03 Application)
2. Explain the export documentation in global supply chain management. (CO:03 Application)

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

19. The growth of Best Buy from a small car stereo retailer to a market leader in the consumer electronics retailing business in the US. Best Buy was appreciated for its customer-centric supply chain management practices. It extensively used information technology (IT) for managing its supply chain in its effort to optimize all supply chain processes. The company's technology driven initiatives help it take informed decisions on several aspects of business which resulted in higher customer satisfaction and loyalty. The case details how Best Buy managed its supply chain, the technologies it implemented in optimizing its supply chain, and how it modified its supply chain to fit the customer-centric approach it took to conduct the business.

Questions:

1. Analyse how to identify the customer satisfaction and loyalty in the business.

2. Explain the current challenges of the customer service in supply chain management. (CO:04 Analysis)

20. Rick Wagoner, CEO of General Motors knew that something was 'broken' in the automobile industry long before a USA Today article made the announcement in December 2001. Wagoner, along with top lieutenants Mark Hogan, group vice president, on the customer side; Harold Kutner, group vice president for worldwide purchasing, on the supply chain side; and Ralph Szygenda, group vice president for information systems & services, and chief information officer on efforts to 'digitize' GM, had launched several initiatives to realize their shared vision of value creation within GM. Several of these initiatives were aimed at integrating GM's demand and supply chains, supported by the latest technologies. Their goal was to strengthen and integrate GM's demand and supply chain systems to build what is known as a digital loyalty network (DLN). As its name implies, a DLN includes the three components GM was addressing: 'digital' for technology-enabled; 'loyalty' for a focus on customers and on increasing their loyalty and lifetime value to GM; and 'network' for coordinating and leveraging all supply and distribution chain partners to serve those customers. Wagoner and his team believed their efforts would be fundamental to a sustainable, value-creating auto industry business model that would lead to increased efficiency and profitability. The group had made excellent progress, and Wagoner decided to get together with his team to take stock of where they stood in realizing their overall vision. But the words 'industry business model is broken' stayed with him. He wondered whether the investments in these myriad initiatives would actually pay off - and whether they would help fix the problem of low value creation. As he pushed the e-mail send button to alert the team of their meeting, he wondered whether their efforts were really sufficient to render GM a value-creating business.

1. Describe how you understand about General Motors Supply Chain operations.

2. Explain how GM demand and supply chain system to build on customers and increasing their loyalty.

(CO:04 Analysis)