PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100   Max Time: 180 Mins   Weightage: 40%

ENDTERM FINAL EXAMINATION

I Semester AY 2017-18   **Course: OPS 302 Supply Chain Management**   22 DEC 2017

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Part A

[2 Q x 5 M= 10 Marks]

1. Explain, with examples, the Triple As of Supply Chain Management.

2. Explain, with examples, why do need to match 'Supply Chains' with Organizations' Products.

Part B

[4 Q x 15 M = 60 Marks]

3. According to the Stanford Case "Zappos.com":
   a. What are Zappos' core competencies and source of competitive advantage?
   b. Will Zappos' strategy of next day air shipment will work in India? If yes, why? If not, why not?

4. According to the Kellogg Case "Seven Eleven Japan Co.":
   a. What are the salient features of Seven-Eleven's supply chain management?
   b. Will the supply chain strategy of Seven-Eleven, work in India? If yes, why? If not, why not?

5. According to the HBR Case "Ford Motor Company: Supply Chain Strategy":
   a. Explain how Ford Motor's Supply Chain is different than that of Dell?
   b. What steps Ford took to reduce the order to delivery (OTD) from 45-65 days to 15 days?

6. According to the Case "Jaipur Rugs: Connecting Rural India to Global Markets":
   a. What are the success factors of Jaipur Rugs?
   b. How Jaipur Rugs ensure quality of their products?

Part C

[1 Q x 30 M= 30 Marks]

The Situation: Bangalore Furniture Limited (BFL), a startup of Bangalore, decided to start its online and offline business in Design, Manufacture and Delivery of domestic furniture to the new-age beauty and space conscious customers, who often do not get furniture of their choice from local furniture shops. You have been asked to do the followings:

Part 1: Draw the Process Chain Diagram of BFL's Business Operations.   **[20 M]**

Part 2: Identify Critical Success Factors of BFL.   **[10 M]**

PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 60   Max Time: 120 Mins   Weightage: 20%

2016 MBA III SEMESTER

MID-TERM EXAMINATION

I Semester AY 2017-2018   **Course: OPS 302 Supply Chain Management**   11 Oct' 2017

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Part A

Answer Any Two of the Following Three Questions   (2 Q x 5 M= 10 Marks)

1. Draw the Conceptual Diagram of Supply Chain Management of any Company.

2. What are the five distinctive competencies are required to succeed in managing today's Integrated Supply Chains?

3. Draw the consequence diagram of inaccurate demand forecast on Supply Chain Management?

Special Instructions: **Part B Questions are direct from the referred article.** Your answer must reveal: what has been mentioned in the Article. Be specific and precise in your answer.

Part B

Answer Any Three of the Following Four Questions: (3 Q x 10 M = 30 Marks)

4. According to the HBR Article "Making Supply Meet Demand in Uncertain World":
   a. What a Supply Chain Manager should do to manage demand uncertainty?
   b. Name five actions that Sports Obermeryer took to tackle demand unpredictability?

5. According to the HBR Article "What Is the Right Supply Chain for Your Product":
   a. According the author of this article, what are the two types of Products and their characteristics?
   b. Draw the matching supply chain matrix for each type of product as suggested by the author.

6. According to the HBR Article "The Triple-A Supply Chain":
   a. Explain the triple As of Supply Chain?
   b. According the author of this article, how to achieve agility in supply chain?

7. According to the HBR Article "Creating Supply Chain Flexibility in the Flattening world":
   a. What author mean by flattening world?
   b. According the author of this article, how to achieve flexibility in supply chain?

Part C

Answer the Following Questions: (10 Q x 2 M= 20 Marks)

8. Assume that you have been appointed as 'Business Analyst' of Zara: Fast Fashion. You have been asked by the General Manager Operation (GM) to answer the followings:

   a. Draw Zara's Business System diagram.
   b. What are the major problems of fashion business?
   c. Who are the major competitors of Zara?
   d. What Zara did to avoid mark-down and stock-out situation?
   e. Why Zara followed a centralized warehouse for its distribution?
   f. What strategy Zara followed for its international expansion and why?
   g. What Zara did to counter forecast error?
   h. Why competitors failed outperform Zara in the market place?
   i. What is the critical success factor(s) of Zara's superior performance?
   j. This case was published in 2006, to what extent Zara's strategy is relevant for today's Indian retail business environment?

*** Good Luck ***