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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**MAKE-UP EXAMINATION – JAN 2023**

Course Code: BBA2014

Course Name: INTRODUCTION TO SUPPLY CHAIN  
MANAGEMENT

Program & Sem: BBA E-Commerce & Supply Chain

Date: 23-01-2023

Time: 01:00pm to 04:00pm

Max Marks: 100

Weightage: 50%

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**Instructions:**

(i) Read the all questions carefully and answer accordingly.

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**Part A [Memory Recall Questions]**

Answer all the Questions. Each question carries three marks. (10Qx 2M= 20M)

1. What is a Supply Chain process? (CO1, Knowledge)
2. Write notes on Make-to-Order Strategy? (CO1, Knowledge)
3. Explain how cloud computing fastens the supply chain process? (CO5, Application)
4. What do you mean by Lead Time in inventory management? (CO2, Comprehension)
5. Say True or False: (CO3, Comprehension)
  - a. Demand-chain management (DCM) is the management of relationships between suppliers and customers to deliver the best value to the customer. (T/F)
  - b. Transshipments/redistribution could reduce system-wide inventory costs significantly. (T/F)
6. What is Bull-Whip effect? How does it happen in business. (CO4, Knowledge)
7. What is Push-Pull Strategy? (CO3, Comprehension)
8. Say True or False:
  - a. Supply Chain Software are costlier to implement (T/F) (CO3, Comprehension)
  - b. ERP integrates all individual modules and Software in an organization (CO3, Comprehension)
9. Write notes on Green-Supply Chains? (CO5, Application)
10. What are De-Centralized Supply Chains? (CO4, Application)

**Part B [Thought Provoking Questions]**

Answer all the Questions. Each question carries Eight marks. (4Qx10M=40M)

11. A Leading engineering company finds very difficult to procure raw materials as the raw materials costs have increased and getting prospective supplier is also very difficult.
  - a. In this regard, suggest some solutions to overcome this problem and also
  - b. Write notes on i) Product recovery ii) Reverse Supply Chain (CO1, Knowledge)
12. Hero Cycles India Ltd, wants to automate its entire operations; in this regard it decides to invest in a supply chain software? List out five benefits that the company can get out of implementing supply chain software? (CO3, Comprehension)

13. A top-tier telecom provider in Germany was looking to centralize procurement for all mobile devices it plans to sell in the future in global markets. In order to accurately manage product lines for each country, negotiate the best prices from handset vendors, and align promotions and subsidies with customer upgrade cycles, it needed to forecast demand six months in advance for handset device (CO2, Comprehension)

- a. Explain, why inventory forecasting is important? [4 Marks]
- b. Write about the types of inventory forecasting techniques? [4 Marks]

14. A leading glass manufacturing company wants to de-centralize its sourcing activities to unit Locations across different parts of the country. The company sources majority of its products from manufacturers in China. The company is facing issues with procurement of raw materials as well as with warehousing. (CO4, Application)

- a) Suggest which model of supply chain systems can be adopted that is centralized or de-centralized supply chain systems. [4 Marks]
- b) Suggest How this issue in supply chain can be solved. [4 Marks]

**Part C [Problem Solving Questions]**

**Answer all the Questions. Each question carries Twenty marks. (2Qx20M=40M)**

15. The Production and demand capability of three units in different locations are given below:

Production/ Factory	Production Capability (in units)	Average Production per day (in units)	Demand (in units)	Raw Materials Supply per day (in units)
Factory A	1200	1150	1300	1250
Factory B	800	680	950	900
Factory C	1300	1100	1200	1350

- 1) Calculate and suggest Supply Chain Optimization with regard to demand and supply in different locations.
- 2) Suggest, how better Inventory management can be performed to increase the supply chain Efficiency. (CO1, Knowledge)

16. Mr. Raj the proprietor of Karishma group of industries finds difficult in understanding each and every department in his organization as the different departments use the different software such as Tally and CAD. So, to consolidate and analyze all the department’s performance and to know the overall performance of the firm he needs to invest in to one single application. So suggest the best solution for his problem and also Explain deeply how implementation of ERP systems can benefit an organization? (CO5, Application)