PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023

Semester : Semester IV - 2021
Course Code : BBA3047
Course Name : Sem IV - BBA3047 - Supply Chain Modeling and Design
Program : BBE

Date : 14-JUN-2023
Time : 1.00PM - 4.00PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   (10 X 2 = 20M)

1. Write notes on DRP. in Supply Chain.

(CO4) [Comprehension]

2. List out the importance for adoptation of QR policies and procedures in inventory managment system.

(CO3) [Knowledge]

3. What is VUCA World? How it impacts the supply chain process of an organization.

(CO3) [Comprehension]

4. List out the situations where EOQ never works out in inventory management?

(CO3) [Comprehension]

5. How Cloud Computing helps to manage Supply Chain Process better?

(CO2) [Knowledge]

6. What do you mean by Reverse Supply Chain Process?

(CO1) [Knowledge]

7. Explain 7 C's of data quality in Supply Chain network design.

(CO5) [Comprehension]

8. Write notes on SCOR Model?

(CO2) [Knowledge]

9. What do you mean by Supply Chain Network Design?

(CO5) [Comprehension]

10. Write notes on role of DSS in Supply Chain Managment.

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (4 X 10 = 40M)

11. "Dell assembles its computers to order and therefore, all processes except for those involved in the procurement cycle are 'pull'". List out the advantages of Pull based strategy?

(CO1) [Comprehension]

12. LAVA International Ltd., established in 2009, is one of the fastest growing mobile handset companies in India, LAVA has a wide product portfolio that encompasses tablets, feature phones and smart phones having various models in bar and touch forms at multiple price points to suit all categories of consumers. Like most Indian vendors LAVA too imported its parts from China because of low prices. Research and Development and designing of its handsets were done at Bengaluru (India) and Shenzen (China).

Recently, LAVA decided to start the domestic production which was seen encouraged by the Government of India's "Make in India" campaign. LAVA will setup its plant in north India where it will perform the backward integration and assembly operations. Decision of locating the plant in India got several reasons behind it. Changing government policies and increasing labor costs in China is one of the reasons. The major factor behind locating plant in India is cheaper labor cost. While the average monthly labor cost in India is around Rs 10,000, the same in China stands around Rs 25,000. Domestic location has other advantage too.

- What are the main reasons which encourage organizations to look for manufacturing location?
- Is the cheap labor cost enough reason for relocating manufacturing base?

(CO4) [Comprehension]

13. A restaurant which is located near a college finds an increase in number of customer visits day by day. So the restaurant wishes to increase its productivity by deploying more man-power and making extra investment by purchasing furniture and procuring additional raw materials than usual production. Now, explain how Bull-Whip effect can happen in this restaurant

(CO3) [Comprehension]

14. Nathan Supermarket, largest super market and groceries link in UK, wish to automate the supply chain process right from connecting prospective supplierf or its stocks replenishment, online order generation, e-billing and automatic distribution to prospective customers by connecting right transportation service provider to godown management. In fact company has negotiated with some software companies for automation and companies like IBM quote atleast a million dollar investment for automating the supply chain.
   a) Suggest some measures how company can overcome this problem.
   b) Write notes on advantages of implementing supply chain software for the company.

(CO2) [Comprehension]

15. Maruti Suzuki had problems in forecasting demand for its new variant car in economy model for Alto K10 cars in Bengaluru. As the stock production for 2022 was high and almost 30% of the cars manufactured and assembled in 2022 got hold in inventory. As a result the company gave almost Rs 50,000 discount for people who were looking to buy "True-Value Cars" or "Pre-Owned Cars" or sometime even to people who were looking to buy new cars. So if you were in this scenario:
    a) Suggest What measuers you will take to counter this issue.
    b) Suggest some innovative strategies so that these type of problems never happen?

(CO3) [Application]

16. WestLine Fashions Inc, a leading Eurpoean based fancy garments manufacturing company needs to expand their sales in India. They done a pilot study carefully about existing Indian transportation links, government taxing policies and operating costs including rents for warehousing in major hubs connecting different metro-cities of India and shock to infere that the operating and Supply chain costs will double as compared to European nations because of complex political and geographical challenges. So in this regard.
    i) What strategy company can adopt to minimize the operating and supply chain costs and
    ii) Is it a challenge or gift for the company with the prevailing sitations in India in terms of distribution and supply chain.
    iii) How company can forgo these challenges in supply chain, Suggest some strategies.

(CO1) [Comprehension]