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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023**

Semester : Semester II - 2022

Course Code : BBA2014

Course Name : Sem II - BBA2014 - Introduction to Supply Chain Management

Program : BBE

Date : 19-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.
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PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Consider a supermarket deciding on the size of its replenishment order from Procter & Gamble. What costs should it take into account when making its decision? (CO4) [Comprehension]
2. Define Agile Supply Chain. (CO2) [Knowledge]
3. Why is Amazon able to provide a large variety of books and music with less safety inventory than a bookstore chain selling through retail stores? (CO4) [Knowledge]
4. Give arguments to support the statement that Walmart has achieved good strategies fit between its competitive and supply chain strategies. (CO4) [Knowledge]
5. What is bullwhip effect and how does it relate to lack of coordination in a supply chain? (CO5) [Comprehension]
6. Zara has used local production in Europe to have short replenishment lead times. How does this capability of quick response help the company improve profits in a highly volatile trendy apparel marketplace? (CO3) [Knowledge]
7. What transportation challenges does online grocer faces? Compare transportation costs at online grocers and supermarket chains. (CO4) [Comprehension]
8. As a firm gets better at postponement (can postpone at lower cost), Should it increase/leave unchanged/decrease the variety that it offers? Why? (CO4) [Comprehension]
9. Consider the purchase of a can of soda at a convenience store, state the various stages in the supply chain and the different flow involved. (CO1) [Knowledge]
10. How can a golf course use revenue management to improve financial performance? (CO5) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. Cisco has outsourced almost all of its manufacturing. It does, however, have a sourcing strategy that varies by product type. For low-end products such as routers for home networks, Cisco aims for efficiency. These routers are produced and packed in China and shipped in bulk for sale in the United States. Cisco aims for the lowest cost manufacturing location and economies of scale in transportation because the targeted market segment values low cost. For high-end products, in contrast, Cisco outsources to contract manufacturers in the United States. These manufacturers are not low cost, but they are responsive and can serve the rapidly evolving needs of the high-end markets.
 - a. Comment on the key sourcing decisions made by Cisco.
 - b. How could an industrial supplies distributor use information to increase its (Market) responsiveness? (CO1) [Comprehension]
12. Joseph Juran create a quality spiral showing that each element of the business process, each function, not just the end products, is important. Describe how each of the following business process areas might impact quality: marketing, engineering, purchasing/sourcing, human resources, and distribution? (CO4) [Comprehension]
13. In the 1980s, paint was sold by color and size in paint stores. Today, paint is mixed at the paint store according to the color required. Discuss waht, if any, impact this change has on safety inventories in the supply chain? (CO2) [Comprehension]
14. Amazon operates what is considered to be an "open Market" wherein it provides space and opporunity on its website for independent, competing companies to sell products. Discuss the type of quality problems that this arrangement might pose for Amazon, how it might deal with quality problems in this kind of open market place environment. (CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 =40M)

15. Are you a Zappos customer? If you love shoes, have a hard-to-find shoe size, or hate to go from store to store trying to find that perfect fit, you will be a Zappos customer soon. Their service concept is simple. Bricks-and-mortar shoe stores dont have the room or finances to stock a large variety of shoes or shoe sizes. An online retailer with a large customer base can afford a larger, more diverse stock but how do you find it right fit? Zappos seeks to replicate the shoe shopping experience without all the hassle. Order as many shoes as you'd like over the internet, try them on in your home, wear them around to make sure they fit, and send back those you don't like. The selection is huge and shipping is fast and free.

Zappos masters both the "front office" and "back office" with a quality online experience and operational excellence. Zappos knows how to treat customers, how to run a website, how to fulfill orders quickly and efficiently, and how to manage inventory. And now it does that for other companies, too. Look for "Powered by Zappos" on your favourite website. As CEO Tony says,"Zappos is a service compnay that just happens to sell shoes," and now other merchandise too,

 - a. Zappos has an interesting corporate cultur What advantage does this culture provide?
 - b. Amazon now owns Zappos. What are the similarities and differences between the two companies? What changes would you anticipate at each company as a result of the merger? (CO5) [Application]
16. McBurgers fast-food restaurant has a drive-through window with a single server who takes orders ffrom an intercom and is also the cashier. The window operator is assisted by other employees who prepare the orders. Customers arrive at the ordering station prior to the drive-through window every 3.6 minutes and the service time is 2.4 minutes. Determine the average length of the waiting line and the waiting time. Discuss the quality implications of your results. If you decide that the quality of the service could be improved, indicate what things you might do to improve quality. (CO4) [Comprehension]