

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : MBA3057

Course Name : Global Integrated Supply Chain

Program : MBA

Date : 17-JAN-2024

Time : 10:00AM - 1:00 PM

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 3M = 30M

1. Identify a leveraging the supply chain for competitive advantages. (CO1) [Knowledge]
2. Express the Strategic Integration of Supply Chain Processes. (CO1) [Knowledge]
3. Define the importance of demand in supply chain management. (CO2) [Knowledge]
4. List the methods for Understanding Customer Expectations. (CO2) [Knowledge]
5. Define Counter Trade. (CO3) [Knowledge]
6. Describe the Negative impact of free trade. (CO3) [Knowledge]
7. Define free trade. (CO3) [Knowledge]
8. Define SWOT Analysis. (CO4) [Knowledge]
9. Describe the ERP in global supply chain management. (CO4) [Knowledge]
10. Discuss the supplier Collaboration in global supply chain management. (CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

6 X 7M = 42M

11. Describe the role of global supply chain management.
(CO1) [Comprehension]
12. Explain the building customer relationships in Supply Chain Management.
(CO2) [Comprehension]
13. Define Incoterms. Discuss the Incoterms Purpose and mode of transport.
(CO3) [Comprehension]
14. Discuss the functions of free trade zone.
(CO3) [Comprehension]
15. Discuss the transforming market information success factors and competitive advantages in supply chain.
(CO4) [Comprehension]
16. Discuss the components of a conceptual model for global supply chain development.
(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 14M = 28M

17. Distinguish between market research and market selection.
(CO3) [Application]
18. As an aspect of implementing their operations strategy, the Indian Oil Corporation faces a very complex problem of procuring crude oil from suppliers in the Persian Gulf, West Africa, North Africa, West Asia, USA, and Bombay High. The crude is shipped to two ports in Gujarat by tankers and other vessels that incur transportation cost and inventory carrying cost and also require many days of voyage time. From these two ports the crude is transported to three refineries, by the rail, road lines or pumped along pipelines. Due to disruptions to world trade, supply chain decisions need to be revised from time to time.
Questions:
 - a. Discuss how the Indian oil corporation overcomes the problem of procuring crude oil suppliers in other country.
 - b. Analyze the Indian oil corporation how to maintain transportation cost and inventory carrying cost in operation strategy.
(CO4) [Application]