



ID NO:

**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Weightage: 40%

Max Marks: 100

Max Time: 180 Mins

21 FEB Wednesday 2018

END-TERM FINAL EXAMINATION

Even Semester 2017-18

**Course: OPS 402 Global Supply Chain
Management**

IV Sem MBA

Part A

Answer the Following Two Questions

(3 Q x 10 M = 30 Marks)

1. Name at least 5 of the 7 factors that you would consider while making supply Logistic Decision.
2. Draw Consequences Diagram of Wrong Sourcing.
3. Draw the Cost Chain Diagram of Global Supply Chain.

Part B

Answer the Following Four Questions:

(4 Q x 10 M = 40 Marks)

4. According to the Ivey Case "Half A Century of Supply Chain Management at Wal-Mart":
 - a. What strategy Wal-Mart followed to combat the competitors like Amazon.com and others?
 - b. Will Wall-Mart be able to sustain its competitive advantage?
5. According to the Case "Boeing: The Fight for Fasteners."
 - a. What lesson you learn from the case?
 - b. What went wrong in Boeing's Fastener Procurement Process?
6. According to the HBR Case "IKEA's Global Sourcing Challenges: Indian Rugs and Child Labor":
 - a. How IKEA handed the Indian Rugs and Child Labor Issue?
 - b. What lesson we learn from the case?

7. According to the Case “CISCO systems, Inc.: Supply Chain Risk Management”:
 - a. What de-risks strategy CISCO adopted to counter the impact of Japan’s Earthquake?
 - b. What lessons a Global Supply Chain manager should learn from the CISCO case?

Part C

Special Instructions: This is an application question. Your answer must be based on the situation and its analysis. Be critical, logical and precise in your answer. Writing more will not attract more marks.

Answer the Following Questions: (3 Q x 10 M= 30 Marks)

The Situation: French Car Manufacturing Limited (FCML), an Electric Car Manufacturing Company, decided to set-up its manufacturing plant in a backward district of Tamil Nadu. Assume that you have been hired by FCML, Tamil Nadu as its Supply Chain Manager reporting to the General Manager Manufacturing. You have been asked to do the followings:

8. In your opinion, how the “Supply Chain of FCML - Tamil Nadu” would create “Value” to its global customers. (Bullet Points Only) (10 Marks)
9. As Supply Chain Manager of FCML identify the “Critical Success Factors” of FCML’s Global Supply Chain. (10 Marks)
10. Draw the Consequence diagram of inefficient and ineffective Supply Chain of FCML. (Only Diagram, No explanation is necessary) (10 Marks)

*** Good Luck ***