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**Presidency University**

**Bengaluru**

**SCHOOL OF MANAGEMENT**

**MAKE UP EXAMINATION – SEPTEMBER 2023**

**Date**: 01.10.2023

**Time**:9.30 AM to 12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Course Code**: BSC108

**Course Name**: Global Supply Chain Management

**Program** : BBA Supply Chain & Logistics Management

**Instructions:**

1. *Read the question properly and answer accordingly.*

**Part A (Memory Recall Questions)**

**Answer all the Questions. (10Qx3M=30M)**

1. Multiple questions-each carrying one mark (C.O.No.1) [Comprehension]
2. Classic Global Firms operates with delivery pipelines in unified global markets with knowledge retained in the centralized HQ. **Say True or False.**
3. Milk run is a method for connecting material movement between\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_sources and \_\_\_\_\_\_\_ to the point of use or processing. **Fill in the blanks.**
4. An emerging country is one whose economy is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (not fully developed, not competitive, not a member of IMF). **Choose the correct answer.**
5. Bring out the differences between class global firms, international firms and multinational firms. (C.O.No.1) [Comprehension]
6. Product dictates the design. Comment with respect to distribution design.

(C.O.No.3) [Comprehension]

1. For High Value-density products, firms can use faster and expensive mode of transportation. Justify the statement. (C.O.No.2) [Comprehension]
2. Milk run in logistics is a process for inbound deliveries warehouses or distribution centers. Discuss in brief (C.O.No.5) [Understanding]
3. Firm use same-old, same-old, one-size-fits-all massive supply chain for all channels. Do you agree to this statement? Why should Firms escape from intense competition to new markets? (C.O.No.1) (Comprehension]
4. Describe the three major Global SCOM operations and its components using Santa Claus and its worldwide operations as an example. (C.O.No.2) [Comprehension]
5. How does firms under NAFTA manage Labor Cost Saving and Outsourcing? Give an example. (C.O.No.2) [Comprehension]
6. Outsourcing in Global Sourcing is of three types. Describe them each with examples.

(C.O.No.2) [Comprehension]

1. 7dream.com operated by 7 Eleven Japan, allows customers to pick up online orders at a designated store. Explain the distribution design of Manufacturer/distributor storage with customer pickup. (C.O.No.3) [Comprehension]

**Part B (Thought Provoking Questions)**

**Answer all the Questions. (5Qx8M=40M)**

1. Kerrero Group (Kerrero) operated in the chocolate confectionery industry. The industry was facing challenges with changes in consumer needs, and price volatility and scarcity of raw ingredients. To achieve its ambitious economic goals in this environment, Kerrero integrated various suppliers to enhance sustainability initiatives in its supply chain and grew the company through vertical and horizontal integration. Advocating a vision of "sharing values to create value," the company has set sustainability goals for 2028, which includes controlling and being able to not only trace the supply of raw ingredients but also maintain low level of bullwhip effect.
2. From an SCM perspective how could Ferrero maintain its leading position in the industry and achieve their goals, give your suggestions.
3. What should their actions focus on to strengthen the transparency and visibility in their supply chain? (C.O.No.2) [Comprehension]
4. There was recently a joint venture between two companies that make a variety of biological and pharmaceutical products both domestically and internationally. Explain the various opportunities surrounding digitalization for the various demand information to be shared directly to actuators in manufacturing plants, including a shorter changeover time and enhanced service level.(C.O.No.3) [Understanding]
5. TIE- A manufacturer of cookware, bakeware, dinnerware and household tools made a series of changes in their supply chain network as a result of both organic growth and growth through acquisitions. The changes included the number and location of manufacturing operations, the number and location of distribution centers and the re-configuration of the company’s customer base (mass merchants, department stores, specialty retailers and online businesses).The management of the company concluded that to achieve the optimal supply chain network from the perspective of cost and service performance, the distribution network choices from the manufacturer to the end consumer, the distribution network from the manufacturer to the end consumer has to be redesigned. (C.O.No.3) [Understanding]
6. Explain the two key decisions used for designing a distribution network
7. Describe in details at least two distribution design that could suit this type of industry.
8. The Starbucks Corporation has more than17240 coffee shops in 50 countries. Its product portfolio consists of food items, coffee specialties, tea and other drinks, it also offers beans and several merchandise products. As their main product is coffee, the production center and sourcing strategy is geared towards “Make to Stock” where production is performed in anticipation of a customer demand. The company has a multiple sourcing concept from Latin America, Asia and Africa. Uses ships, truck including ocean containers in US and Europe. They have 48 central warehouses worldwide from where the beans and other products are frequently trucked to retail stores and outlets. (C.O.No.1) [Understanding]
9. Which mode of transportation can Starbucks use?
10. What kind of sourcing strategy they are using in terms of numbers of suppliers and geography?
11. The three areas of World Class excellence in supply chain are efficiency, effectiveness and experiences. Discuss in details. (C.O.No.1) [Comprehension

**Part C [Problem Solving Questions]**

**Answer both the Questions. (2Qx15M=30M)**

1. Explain the six paths framework of blue ocean strategy for an aspiring Graduate Mr. Rahul Harpan who has a restaurant that offers at lunch a prepared dish for the evening too. (C.O. No.2) Application]
2. Read the case and answer the question.

BetsyDo has a pet supply chain that is comprised of a large retailer and several manufacturers and vendors. This retailer is an India’s leading retailer of food, supplies, accessories, pets and professional services for the lifetime needs of pets. The retailer provides a broad line of products for all life stages of pets and is the nation's largest provider of high-quality grooming and pet training services. It is also a leading retailer of online order catalog and e-commerce for pet and equine products and supplies. The retailer operates more than 700 superstores in the India, with over $3 billion in sales in 2018. It distributes products out of two types of distribution centers one that serves fast-moving goods (e.g. perishable products and food for animals) and the other slow-moving goods (e.g. furniture, special toys and apparel for animals). Products are sourced from within and outside India. The typical movement of goods is from the producer to the producer's distribution network and then to the stores via the retailer's distribution network.

(C.O.No.1) [Application]

## 1. Explain briefly the modelling process you would undertake to set the firm’s supply chain effectively mitigating different type of supply chain risks

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