

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION –
MAY/JUNE 2024**

Semester : Semester VI - 2021
Course Code : BBE3003
Course Name : Supply Chain Risk Management
Program : BBA

Date : May 31, 2024
Time : 9:30 AM - 12:30PM
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 ANY 5 QUESTIONS

5 X 2 = 10

1. In what ways does risk influence the effectiveness of supply chain operations?
(CO1) [Knowledge]
2. Describe the key components of effective risk management in modern business practices.
(CO2) [Knowledge]
3. Name two tools commonly used for analyzing past supply chain disruptions.
(CO3) [Knowledge]
4. List two examples of external risks that may impact supply chain operations.
(CO3) [Knowledge]
5. Define ISO 31000 and its significance in supply chain risk management.
(CO4) [Knowledge]
6. Name one component of the SCAAM Model used for assessing risks.
(CO4) [Knowledge]
7. Define Value Chain Analysis and its role in identifying supply chain risks.
(CO4) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50

8. Discuss the various types of risks that organizations face in their supply chains, including strategic, operational, financial, compliance, environmental, and reputational risks.
(CO1) [Comprehension]
9. Risk in the supply chain, characterized by uncertainty and ignorance, influences decision-making, necessitating proactive assessment and mitigation strategies. Describe the various features of risk in the supply chain and how they impact decision-making processes.
(CO2) [Comprehension]
10. Describe the methods and metrics used to measure the consequences of supply chain risks, such as financial impact, customer satisfaction, and brand reputation. How do organizations prioritize risks based on their severity and likelihood of occurrence?
(CO3) [Comprehension]
11. Explain how historical data analysis tools such as trend analysis, root cause analysis, and Pareto analysis can help organizations understand past supply chain disruptions and improve risk management strategies.
(CO3) [Comprehension]
12. Summarize the nature of Artificial Intelligence (AI) in the context of supply chain management and elucidate its key benefits.
(CO4) [Comprehension]
13. Describe the significance of Work Breakdown Structure (WBS) in supply chain management outlining its key components.
(CO4) [Comprehension]
14. Ramraj Clothing is a global apparel retailer facing supply chain disruptions due to the COVID-19 pandemic. With factories shut down, transportation delays, and fluctuating consumer demand, RamrajClothing experienced significant challenges in sourcing raw materials, production, and distribution. To address these issues and enhance supply chain resilience, the company implemented various strategies and practices.
Question:
Evaluate the effectiveness of Ramraj Clothing's strategies in building supply chain resilience during the COVID-19 pandemic. Discuss how the company's proactive approach to risk management contributed to its ability to mitigate disruptions and ensure continuity of operations. Additionally, propose any additional measures or improvements that Ramraj Clothing could implement to further enhance its supply chain resilience in the face of future challenges.
(CO4) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40

15. Nirmal Electronics, a leading manufacturer of electronic gadgets, faced a significant risk in its supply chain when one of its key suppliers encountered financial difficulties and delayed shipments of critical components. This disruption threatened Nirmal production schedule and customer commitments, highlighting the features of risk inherent in supply chains such as unpredictability and vulnerability to external factors. To mitigate this risk, Nirmal had to make decisions under uncertainty, weighing the potential impact of various scenarios on its operations and profitability. The structure of these decisions involved assessing the likelihood and severity of risks, identifying alternative courses of action, and implementing contingency plans to minimize disruptions. Despite the challenges, Nirmal managed to navigate the risk by diversifying its supplier base, enhancing communication channels, and adopting agile logistics practices to respond swiftly to unforeseen events. This experience underscored the importance of proactive risk management strategies in safeguarding supply chain resilience and ensuring business continuity amidst evolving trends in supply chain management, such as globalization and outsourcing, and changing logistics practices. Based on this given case, solve this below questions.

1. How did Nirmal Electronics mitigate the risk posed by supply chain disruptions, and what proactive measures did they take to ensure business continuity?
2. In what ways did the features of risk impact Nirmal Electronics' supply chain operations, and how did they adapt their decision-making structure to manage uncertainty effectively?

(CO2) [Application]

16. Sindhu Cargoes is a leading global logistics provider specializing in freight forwarding, warehousing, and distribution services. With operations spanning multiple countries and industries, the company faces a myriad of supply chain risks, including transportation disruptions, supplier failures, and geopolitical uncertainties. To address these challenges and enhance its supply chain resilience, Sindhu cargo has implemented ISO 31000 and COSO frameworks, leveraging big data and analytics to improve risk assessment and decision-making processes.

Discuss the relevance of ISO 31000 and COSO frameworks in the context of supply chain risk management. How do these frameworks address the challenges posed by big data and analytics in risk assessment?

(CO3) [Application]

17. Demonstrate the SIPOC Model and its significance in scoping internal and external risks within the supply chain context. How does it help in identifying and mitigating risks?

(CO4) [Application]