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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA3048bbbbbb3048

**Course Name**: SUPPLY CHAIN RISK MANAGEMENT

**Program & Sem**: BBA & V

**Date**: 06-08-2024

**Time**: 9.30 AM to 12.30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Develop a framework for assessing and categorizing risks in a supply chain environment. (C.O.No.1) [Knowledge]

2. Define the role of technology and innovation in managing supply chain risks, including the use of data analytics and artificial intelligence. (C.O.No.2) [Knowledge]

3. Name two tools commonly used for analyzing past supply chain disruptions. (C.O.No.3) [Knowledge]

4. Identify two common challenges associated with risk identification in supply chain management. (C.O.No.3) [Knowledge]

5. Name one component of the SIPOC Model used for scoping supply chain risks. (C.O.No.4) [Knowledge]

6. Define Value Chain Analysis and its role in identifying supply chain risks. (C.O.No.4) [Knowledge]

7. Label one benefit of using digital supply networks in supply chain risk management. (C.O.No.4) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Day-to-day business activities often entail exposure to a particular type of risk. This risk encompasses the routine operational challenges encountered in the course of conducting business. Referred to as operational risk, it encompasses various uncertainties arising from internal processes, systems, or human errors. Addressing this risk is crucial for ensuring smooth and efficient business operations, as it directly impacts performance and productivity. Therefore, understanding and mitigating operational risk are integral aspects of effective risk management practices in organizations.  
1. Discuss the significance of risk analysis in the context of supply chain management, highlighting its role in identifying and assessing operational risks.  
2. What type of risk is associated with day-to-day business activities? (C.O.No.1) Comprehension]

9. Risk is an inherent aspect of business operations, with potential consequences ranging from financial losses to reputational damage. Effective risk management involves identifying, assessing, and mitigating risks to safeguard organizational interests and ensure resilience in the face of uncertainty. By implementing robust risk management strategies, businesses can proactively address threats, capitalize on opportunities, and maintain a competitive edge in dynamic environments.  
1. Compare and contrast proactive versus reactive approaches to risk management, providing examples to illustrate each.  
2. Can you propose a risk mitigation strategy for a financial institution facing cybersecurity threats? (C.O.No.1) [Comprehension]

10. Explore the interconnection between cost reduction and risk management in supply chains, highlighting how cost-saving measures may introduce or mitigate risks. For instance, while lean inventory practices reduce expenses, they can increase vulnerability to supply disruptions, necessitating proactive risk mitigation strategies like supplier diversification or safety stock maintenance. Balancing cost reduction with effective risk management is crucial for optimizing supply chain performance and resilience. (C.O.No.2) [Comprehension]

11. Risk management plays a pivotal role in bolstering the resilience and competitiveness of supply chains amid the rise of globalization and outsourcing. By identifying, assessing, and mitigating potential risks, supply chain managers can safeguard against disruptions and maintain operational continuity. Proactive risk management strategies enable supply chains to adapt to dynamic market conditions and emerging challenges, thereby enhancing their ability to compete effectively on a global scale. Consequently, effective risk management practices are integral to ensuring the sustainability and longevity of supply chain operations in today's interconnected business landscape.  
1. Discuss the role of risk management in enhancing the resilience and competitiveness of supply chains amidst increasing globalization and outsourcing practices. (C.O.No.2) [Comprehension]

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

13. Explain the Value Chain Analysis aid in identifying potential bottlenecks and inefficiencies in supply chain management processes, and what strategies can be implemented to address these challenges effectively.  (C.O.No.4) [Comprehension]

14. Factorn Pharmaceuticals is a global pharmaceutical company that specializes in the production and distribution of lifesaving medications. With operations spanning across multiple countries and a complex supply chain network, Factron Pharmaceuticals faces various risks such as raw material shortages, regulatory changes, and transportation disruptions. To mitigate these risks and enhance supply chain resilience, the company has implemented strategic initiatives and practices.  
Questions:

1. Evaluate the effectiveness of Factron Pharmaceuticals' strategies and practices in enhancing supply chain resilience.
2. Discuss how the company's proactive approach to risk management has contributed to its ability to mitigate disruptions and ensure continuity of operations. (C.O.No.1-5) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. XYZ Fashion is a global online retailer specializing in fashion apparel and accessories. As the company expands its operations internationally, it faces challenges and opportunities associated with changing logistics practices, e-business, globalization, and outsourcing. XYZ Fashion has experienced rapid growth in online sales, attracting customers from various regions worldwide. To meet the increasing demand and enhance customer satisfaction, the company is exploring new logistics strategies and embracing e-business technologies. However, globalization and the need for cost-efficient operations have led XYZ Fashion to consider outsourcing certain aspects of its supply chain management.  
1. Discuss the impact of globalization on XYZ Fashion's logistics operations and supply chain management decisions, including sourcing, transportation, and distribution strategies.  
2. Evaluate the changing practices in logistics that XYZ Fashion adopts to remain competitive and responsive to market demands in the dynamic e-business environment.  
3. Assess the benefits and risks associated with outsourcing logistics functions for XYZ Fashion, including considerations related to vendor selection, service quality, and supply chain transparency. (C.O.No.1-5) [Application]

16. As a leading manufacturer of consumer electronics, TechGear Corporation recognized the evolving landscape of supply chain management and sought to capitalize on emerging trends to enhance its operational efficiency. Facing increasing competition and changing consumer preferences, the company implemented various strategies to modernize its supply chain. TechGear embraced the trend of digitalization by integrating advanced technologies such as IoT-enabled sensors and blockchain into its supply chain processes. These technologies enabled real-time monitoring of inventory levels, streamlined logistics operations, and enhanced traceability throughout the supply chain. Additionally, TechGear adopted a collaborative approach by establishing strategic partnerships with key suppliers and logistics providers, fostering greater transparency and agility in its supply chain network. By embracing these trends in supply chain management, TechGear achieved significant improvements in inventory management, reduced lead times, and ultimately enhanced customer satisfaction.

1. How did TechGear Corporation leverage digitalization and strategic partnerships to modernize its supply chain operations, and what were the key benefits realized from these initiatives?
2. In what ways did the integration of IoT-enabled sensors and blockchain technology contribute to enhancing transparency and efficiency in TechGear's supply chain, and how did these advancements impact the company's overall competitiveness in the market? (C.O.No.2) [Application]

17. Appolla Pharmaceuticals, a leading manufacturer of pharmaceutical products, faces various risks in its supply chain operations. The company sources raw materials from multiple suppliers, operates manufacturing facilities across different regions, and distributes its products globally. However, disruptions in the supply chain, such as raw material shortages, transportation delays, and regulatory compliance issues, pose significant challenges to Appolla Pharmaceuticals' operations and reputation. Appolla Pharmaceuticals aims to identify, assess, and mitigate supply chain risks to ensure uninterrupted production and delivery of high-quality pharmaceutical products. The company seeks to implement robust risk management strategies to safeguard its supply chain, mitigate financial losses, and maintain compliance with regulatory standards. Based on this case study answer the questions below.

1. What are the various types of risks that Appolla Pharmaceuticals faces in its supply chain operations?
2. How does Appolla Pharmaceuticals identify and assess supply chain risks, and what factors contribute to the severity of these risks?
3. Discuss the risk management strategies implemented by Appolla Pharmaceuticals to mitigate supply chain disruptions and ensure business continuity. (C.O.No.1-5) [Application]