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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

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

**Winter Semester**: 2023 - 24

**Course Code**: BBA3047/ BSC104

**Course Name**: Supply Chain Modelling & Design

**Program** : BBA

**Date**: 06-08-2024

**Time**: 09:30am to 12:30pm

**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. What is Supply Chain Modelling? (C.O.No.1) [Knowledge]

2. Write notes on Manufacture to Order Systems? (C.O.No.2) [Comprehension]

3. Write notes on ‘JIT’. (C.O.No.3) [Comprehension]

4. What is Cross-Docking? (C.O.No.4) [Application]

5. Identify the importance of Supplier Management for a pharmaceutical company. How a supply chain

software is modelled to perform effective supplier management for the company.

(C.O.No.5) [Application]

6. What are the challenges in implementing supply chain software to an organization?

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

7. Write notes on Circular Supply Chains. (C.O.No.2) [Comprehension]

**Part B**

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

8. ABC company wants to automate its supply chain process. Right at sourcing from perfect supplier and reaching out to the prospective customer. So, explain briefly about the benefits of supply chain modelling in automating the complete system? (C.O.No.1) [Knowledge]

9. A restaurant which is located near a college finds an increase in number of customer visits day by day. So the restaurant wishes to increase its productivity by deploying more man-power and making extra investment by purchasing furniture and procuring additional raw materials than usual production. Now, explain how Bull-Whip effect can happen in this restaurant. (C.O.No.2) [Comprehension]

10. A leading garments manufacturing company is exporting 100 FCL Containers worth of 100 tones of cargo to Spain every month on a count of 10 shipments. Now the company realizes that it is having good move of its company’s fabrics in that country. In this regard the company plans to start a production plant in that country. Suggest What measures and aspects that company have to think about?

b. Write notes on the following? a) Facility Location Planning b) Transportation Model.

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

11. Bring down the differences between MRP I and MRP II. With Examples. (C.O.No.4) [Application]

12. Explain, how by adopting cloud computing in supply chain could benefit the organization?

(C.O.No.4) [Application]

13. ABC Private Ltd company wants to automate its entire operations; in this regard it decides to invest in a

supply chain software? List out five benefits that the company can get out of implementing supply chain

software? (C.O.No.5) [Application]

14. leading consumer products company wants to centralize its sourcing activities to a central location.

The company sources majority of its products from manufacturers in China. The company is facing

issues with procurement of raw materials as well as with warehousing.

1. Suggest which model of supply chain systems can be adopted that is centralized or de-centralized supply chain systems.
2. Discuss briefly about centralized and de-centralized supply chain systems. With examples.

(C.O.No.5) [Application]

**Part C**

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

15. The Order demand for the GYM cycle at Best Buy is 1000 units per month. Best Buy incurs a fixed order placement, transportation, and receiving cost of Rs. 4,000 each time an order is placed. Each cycle costs Rs. 1000 and the retailer has a holding cost of 20 percent. Suggest the best strategy to minimize the supply chain cost and maximize the profit. (C.O.No.2) [Comprehension]

16. a. A leading Indian Car company recently faced issues with production crisis because of its problems on procurement of raw materials. As most of the car components from alloy wheels, glasses, rubber, steel and even engine has to come from other countries. Due to the pandemic trade restrictions, the company faced severe issues in production and this impacted their export orders as well. So suggest possible remedies to the company to comeback from this issue.

b. Write notes on following: a) Agile Systems b) Centralized system c) JIT d) Global Supply Chain.

(C.O.No.5) [Application]

17. Mr. Raj the proprietor of Karishma group of industries finds difficult in understanding each and every department in his organization as the different departments use the different software such as Tally and CAD. So to consolidate and analyze all the department’s performance and to know the overall performance of the firm he needs to invest in to one single application. So suggest the best solution for his problem and also Explain deeply how implementation of ERP systems can benefit an organization?

(C.O.No.4, [Application]

18. A leading garments manufacturing company is exporting 100 FCL Containers worth of 100 tones cargo to Spain every month on a count of 10 shipments. Now the company realizes that it is having good move of its company’s fabrics in that country. In this regard the company plans to start a production plant in that country. Suggest What measures and aspects that company have to think about? Perform a PESTLE Analysis to ascertain the market condition. (C.O.No.1), [Knowledge]

19. A top-tier telecom provider in Germany was looking to centralize procurement for all mobile devices it

plans to sell in the future in global markets. In order to accurately manage product lines for each country,

negotiate the best prices from handset vendors, and align promotions and subsidies with customer

upgrade cycles, it needed to forecast demand six months in advance for handset device

1. Explain, why inventory forecasting is important?
2. Write about the types of inventory forecasting techniques? (C.O.No.2) [Comprehension]