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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

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

**Winter Semester**: 2023 - 24

**Course Code**: BSC108

**Course Name**: Global Supply chain Management

**Program & Sem**: BBA &V

**Date**: 09/ August / 2024

**Time**: 9.30am 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. Define the term "global supply chain." (C.O.No.1) [Knowledge]

2. Name one key process involved in Global supply chain management. (C.O.No.1) [Knowledge]

3. Define the term "strategic alliance" in the context of supply chain management. (C.O.No.1-5) [Knowledge]

4. State the key steps involved in planning production activities. (C.O.No.3) [Knowledge]

5. Outline the metrics that are commonly used to manage manufacturing performance. (C.O.No.3) [Knowledge

6. Identify the common methods for receiving payment after delivery in international trade. (C.O.No.4) [Knowledge]

7. Describe the role that transportation intermediaries play in the logistics process. (C.O.No.4) [Knowledge]

**Part B**

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

8. Information technology (IT) enhances global supply chain management by improving data visibility, efficiency, and real-time communication, enabling better demand forecasting, inventory management, and risk mitigation. It supports strategic planning and collaboration among supply chain partners, ultimately optimizing customer value and satisfaction. Based on this, answer the below questions:

1) Discuss the role of information technology (IT) in optimizing customer value within the context of global supply chain management.,

2) Explain how IT can be utilized to improve supply chain processes, address challenges, and support the planning and implementation of supply chain strategies. (C.O.No.1) [Comprehension]

9. Global sourcing offers multinational corporations benefits like cost reduction and access to diverse suppliers but also poses challenges such as managing cultural differences and ensuring quality control. Improving the sourcing process, forming strategic partnerships, and adhering to international laws, with the help of customs brokers and accurate trade documentation, can enhance the efficiency and effectiveness of the sourcing strategy.

1) **Analyse the challenges and benefits of global sourcing for a multinational corporation.**

**2) Discuss how adapting and improving the sourcing process, forming strategic partnerships, and ensuring compliance with international law can impact the efficiency and effectiveness of the sourcing strategy.**  (C.O.No.2) [Comprehension]

10. Effective inventory management is crucial in manufacturing for maintaining optimum inventory levels, which enhances production efficiency and cost control. Key principles include balancing stock levels to prevent shortages or excesses, with considerations for planning storage locations and choosing between centralized and decentralized warehousing strategies.

1) Evaluate the importance of inventory management in manufacturing operations.

2) Discuss the key principles of maintaining optimum inventory levels and the impact of these principles on production efficiency and cost control. (C.O.No.3) [Comprehension]

11. Planning production activities and managing manufacturing performance involve key components such as scheduling, capacity planning, and resource allocation. Adhering to standards and regulations, along with effective release procedures, ensures high-quality output and operational efficiency in the manufacturing process.

1)Analyze the key components involved in planning production activities and managing manufacturing performance.

2) Discuss how adhering to standards and regulations, as well as implementing effective release procedures, contribute to the overall quality and efficiency of the manufacturing process. (C.O.No.3) [Comprehension]

12.Transportation intermediaries like freight forwarders and third-party logistics companies play a crucial role in international trade by managing order processing, transportation planning, and customs clearance. They enhance efficiency and reliability through services such as cargo consolidation, route optimization, and regulatory compliance support, significantly impacting global supply chain performance.

1) Examine the role of transportation intermediaries, such as freight forwarders and third-party logistics companies, in the international trade process.

2) Discuss how these intermediaries assist in processing orders, planning transportation, and clearing foreign customs. Provide examples of the services they offer and their impact on the efficiency and reliability of global supply chains. (C.O.No.4) [Comprehension]

13. The reverse supply chain, or reverse logistics, is vital for handling returns and recycling, offering benefits like waste reduction and resource recovery. Managing returns presents challenges such as cost and complexity, but outsourcing these processes can enhance efficiency, while the circular economy concept aligns with reverse logistics by promoting sustainability through reuse and recycling.

1)Discuss the significance of the reverse supply chain, also known as reverse logistics, in modern supply chain management.

2)Analyze the challenges and benefits associated with managing the returns process and how outsourcing the returns process can improve efficiency. (C.O.No.4) [Comprehension]

14. Financial institutions and cargo insurance underwriters are crucial in international trade, mitigating risks and ensuring payment security through services like letters of credit and trade financing. They protect against losses by offering insurance coverage for cargo and financial transactions, thereby facilitating secure and smooth global trade operations.

1) Evaluate the roles of financial institutions and cargo insurance underwriters in international trade.

2) Discuss how these entities contribute to mitigating risks, ensuring payment security, and protecting against losses. Provide examples of specific services they offer and explain their significance in facilitating smooth and secure global trade transactions. (C.O.No.4) [Comprehension]

**Part C**

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

15. **"A multinational electronics company, Tech World, is exploring global sourcing opportunities to reduce production costs and improve supply chain efficiency. The company aims to source components from multiple countries while ensuring compliance with international laws and maintaining high-quality standards. As part of this initiative, Tech World plans to form strategic partnerships with suppliers, outsource certain activities, and work closely with customs brokers to manage international trade documentation and navigate complex customs regulations. However, the company faces challenges in negotiating favourable terms with suppliers, adapting and improving the sourcing process, and ensuring timely delivery and payment. Analyse the potential benefits and challenges Tech World might encounter in its global sourcing strategy. Discuss the steps the company should take to effectively manage and improve the sourcing process, including forming partnerships and alliances, negotiating with suppliers, and outsourcing activities. Additionally, evaluate the importance of compliance with international law and the role of customs brokers in facilitating smooth international transactions. Finally, provide recommendations for Tech World on how to become a preferred supplier in the global market."** (C.O.No.2) [Application]

16. **"PVT Manufacturing, a leading producer of consumer electronics, faces challenges in streamlining its production activities and inventory management. The company has been experiencing delays in production schedules, inconsistent manufacturing performance, and issues in maintaining optimum inventory levels. Additionally, PVT Manufacturing needs to ensure compliance with industry standards and regulations, implement effective release procedures, and decide between centralized and decentralized warehousing for its products. Analyse the challenges PVT Manufacturing is facing in planning production activities and managing manufacturing performance. Discuss the role of maintaining optimum inventory levels and the importance of efficient inventory management. Examine the considerations involved in planning inventory storage locations and the advantages and disadvantages of centralized versus decentralized warehousing. Also, assess the significance of meeting standards and regulations and implementing robust release procedures. Provide a comprehensive set of recommendations for PVT Manufacturing to address these challenges and improve its overall operational efficiency.”** (C.O.No.3) [Application]

17. **"Global Tech Inc., a multinational electronics manufacturer, is expanding its operations to new international markets. To efficiently manage this expansion, the company must optimize its order processing, transportation planning, and export responsibilities. Additionally, Global Tech aims to utilize foreign cargo facilities, work with transportation intermediaries, and ensure compliance with customs regulations. The company also seeks to establish a robust reverse supply chain for managing product returns and recycling, in line with circular economy principles. Analyse the challenges Global Tech Inc. faces in processing orders and planning transportation for international shipments. Discuss the implications of limiting export responsibilities and utilizing foreign cargo facilities. Examine the role of transportation intermediaries, including freight forwarders, third-party logistics companies, and customs brokers, in facilitating global trade. Evaluate the processes involved in receiving payment after delivery and delivering services to international customers. Additionally, discuss the importance of managing the reverse supply chain and how adopting circular economy practices can benefit the company. Provide recommendations for Global Tech Inc. to effectively manage these aspects and enhance its global supply chain operations.”** (C.O.No.4) [Application]