

VPM's
DR VN BRIMS, Thane
Programme: MMS (2022-24)
Third Semester Regular Examination January - February 2024

Course Name:	Supply Chain Management	Course Code	O-304
Roll No.		Marks	60
Total No. of Questions	6	Duration	3 Hours
Total No. of printed pages	3	Date	31-01-2024

Course Outcome Statements:

- CO1: Recall basic concepts of supply chain management for business improvement.**
CO2: Associate the concepts of supply chain management and connect with business scenarios.
CO3: Apply basic principles of supply chain management for streamlining business processes.
CO4: Analyse the performance of the supply chain for all the stakeholders of the business.
CO5: Evaluate supply chain networks and optimize solutions to have competitive edge in management.

Instructions: -

Q. No 1 (All Questions are Compulsory)

Q. No.		Questions	Marks	BL	CO
Q. 1		Caselet			
	a.	<p>In the bustling tech hub of Siliconville, XYZ Technologies, a renowned innovator in the realm of smart devices, found itself at a crossroads in its distribution strategy. The market dynamics were changing, and the CEO, Daniel Hayes, recognized the need for a fresh approach to meet customer expectations.</p> <p>XYZ Technologies had long been following the Manufacturer Storage with Direct Shipping model. Their cutting-edge gadgets were stored in a state-of-the-art facility, ready to be shipped directly to customers upon order placement. While the system was efficient, Daniel saw an opportunity to enhance customer satisfaction. To bring a local touch to the delivery process, XYZ Technologies shifted gears and introduced the Distributor Storage with Carrier Delivery model. Regional distributors were strategically placed to ensure proximity to customers. When Emily, a tech-savvy professional, ordered a sleek smartwatch, the local distributor swiftly processed the order and ensured a swift delivery to her doorstep. As the company delved deeper into customer preferences, Daniel realized the growing importance of the last mile in the delivery journey. XYZ Technologies embraced the Distributor Storage with Last Mile Delivery model. Now, when Jacob, a fitness enthusiast, ordered the latest fitness tracker, the local distributor not only delivered it promptly but also offered insights on optimizing its usage for Jacob's fitness goals. This approach not only streamlined the last leg of the delivery process but also strengthened the customer-distributor relationship. Acknowledging that some customers prefer a hands-on experience, XYZ Technologies introduced the Retail Storage with Consumer Pickup model. By collaborating with local retailers, the company established designated pickup points. Customers like Olivia, who wanted to experience the gadget in person before taking it home, could now conveniently pick up their orders.</p>	6	Level 4	CO4

		<p>This hybrid model allowed XYZ Technologies to blend the ease of online shopping with the tangible experience of traditional retail.</p> <p>a) Analyze the strategic shifts in distribution models undertaken by XYZ Technologies in response to changing market dynamics.</p>			
	b.	Critically evaluate, the potential drawbacks or limitations in XYZ Technologies' strategic shifts in distribution models, particularly in the transition from Manufacturer Storage with Direct Shipping to Retail Storage with Consumer Pickup, and assess the impact of these choices on the overall effectiveness of the company's distribution strategy.	6	Level 5	CO5
Q. 2		Answer Any one from the following.			
	a.	Critically appraise the choice between Free Carrier (FCA) and Carriage Paid To (CPT) for a time-sensitive shipment of perishable goods via air transport. Highlight potential shortcomings and risks associated with each Incoterm in the context of ensuring timely delivery and minimizing the risk of damage or spoilage. Conclude with a recommendation for the most appropriate Incoterm in this specific scenario.	6	Level 5	CO5
	b.	You are tasked with selecting an Incoterm for a complex international shipment involving multimodal transport and a mix of standard and high-value goods. Compare the advantages and disadvantages of Carriage and Insurance Paid To (CIP) and Delivered Duty Paid (DDP) in this context. Based on your analysis, choose the most suitable Incoterm and provide a comprehensive rationale for your selection, taking into account the logistics, legal, and financial aspects of the shipment.	6	Level 5	CO5
Q. 3		Answer Any one from the following.			
	a.	Industrial Equipment (OEM) company wish to analyse the performance of its supply chain. Examine the appropriate criteria and analyse its significance.	6	Level 4	CO4
	b.	Consumer Electronic Company wish to analyse the performance of its leading distributors. List the various criteria and analyse its significance.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	A pharmaceutical company needs to transport a batch of temperature-sensitive vaccines from the manufacturing facility to a distribution centre located in a different country. Identify the type of container to be selected for this specific transportation requirement with justification.	6	Level 3	CO3
	b.	A chemical manufacturing company is shipping a bulk quantity of liquid raw materials for battery production. Identify the type of container to be selected to ensure the secure and leak-proof transport of these chemicals? Justify your selection.	6	Level 3	CO3
	c.	A pharmaceutical company requires a secure and specialized storage facility to store sensitive medical supplies and comply with strict regulatory requirements. Identify the type of warehouse should the company consider for this purpose along with reasons supporting the selection?	6	Level 3	CO3
Q. 5		Answer Any two from the following.			

	a.	Relate the benefits of Collaborative Planning Forecasting Replenishment (CPRF) to specific challenges that organizations face in supply chain management, emphasizing how it addresses these challenges effectively.	6	Level 2	CO2
	b.	Explain continuous flow and efficient supply chain models along with relevant examples.	6	Level 2	CO2
	c.	Could you illustrate a typical workflow of how a purchase order is initiated, approved, and fulfilled in a business environment?	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	What is Bill of Lading. Explain its significance in the context of international exports.	6	Level 1	CO1
	b.	List the key differences between Logistics and Supply Chain Management.	6	Level 1	CO1
	c.	List and briefly describe three key technological innovations that are currently influencing supply chain management.	6	Level 1	CO1