

VPM's
DR VN BRIMS, Thane
Programme: MMS (2023-25)
Third Semester Regular Examination December 2024

Course Name:	Supply Chain Management	Course Code	MMS-O-0304		
Roll No.		Marks	60		
Total No. of Questions	6	Duration	3 Hours		
Total No. of printed pages	02	Date	02-12-2024		
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 supply chain for all the stakeholders of the business.					
CO5: Evaluate supply chain networks and optimize solutions to have competitive edge in management.					
Instructions: -			Marks	BL	CO
Q. No 1 (All Questions are Compulsory)					
Q. No.		Questions			
Q. 1		Case/Case-let Study (500-800 words)			
	a.	<p>A company that manufactures and sells eco-friendly home appliances in India uses a centralized distribution system with a single national warehouse located in Nagpur, the central hub of the country. From this warehouse, products are transported to retailers and distributors across various states. This centralized model has been in place for the past 10 years and provides a 94% service level. However, with the rapid growth of the market and increasing customer expectations for faster delivery, the company is facing challenges such as delayed shipments to remote regions, high transportation costs, and increased carbon footprint due to long-distance logistics. Additionally, the reliance on a single warehouse has led to vulnerabilities in case of disruptions like natural disasters or supply chain breakdowns.</p> <p>To address these issues, the newly appointed COO has proposed transitioning to a decentralized distribution model with four regional warehouses located in North, South, East, and West India.</p> <p>Categorize the advantages and disadvantages of both systems- Existing centralized system and newly suggested decentralized system</p>	6	Level 4	CO4
	b.	<p>Newly appointed COO has proposed transitioning to a decentralized distribution model with four regional warehouses located in North, South, East, and West India.</p> <p>Evaluate the reasons and parameters based on which COO might have concluded this decision.</p>	6	Level 5	CO5

Q. 2		Answer Any one from the following.			
	a.	There are several design options for distribution networks such as drop shipping, In-transit merge networks, distributor storage with career delivery, last mile delivery, distributor storage with customer pick up etc. Decide Which option will you use under following scenario? Justify? a) Fast moving items, large customer demand Very short response time, better customer experience and returnability.	6	Level 5	CO5
	b.	Justify the use of cross-docking in optimizing supply chain efficiency and reducing inventory holding costs.	6	Level 5	CO5
Q. 3		Answer Any one from the following.			
	a.	A pharmaceutical company wishes to analyze the performance of its supply chain. Design the criteria for them and analyze its significance.	6	Level 4	CO4
	b.	Analyze the factors that influence a company's decision to opt for contract warehouses, public warehouses, or private warehouses in its supply chain strategy.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	Choose appropriate strategy under the following situations- 1. Demand is significantly large than than capacity 2. Demand is slightly greater than capacity	6	Level 3	CO3
	b.	Apply the concepts of Ex-Works (EXW) and Cost Insurance and Freight (CIF) to determine the buyer's and seller's responsibilities in a scenario where a company in India imports raw materials from a supplier in China. Highlight how these terms affect cost allocation and risk transfer.	6	Level 3	CO3
	c.	Identify appropriate applications of any three different types of containers used in Logistics from the below i. Tank Container ii. Reefer container iii. Flat Rack container iv. Ventilated container	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain the role of 'Block Chain Technology' in 'Supply chain Management'	6	Level 2	CO2
	b.	Illustrate the process of Letter of Credit (LOC)	6	Level 2	CO2
	c.	Explain the role of freight forwarders in export import	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	List down different documents required for Exports. Explain any four documents in details.	6	Level 1	CO1
	b.	A firm has lead time of 7 days and Consumption rate of 10 items per day. Safety stock level is 10. Find Re-order level	6	Level 1	CO1
	c.	How 'Bullwhip Effect' can be reduced in FMCG Industry.	6	Level 1	CO1