GL BAJAJ
Institute of Management & Research, PGDM Institute
Greater Noida

FIND YOUR SPARK

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM-IV)

Subject Name: Supply chain management	Time: **02.00 hrs**
Sub. Code:　　PG41	Max Marks: **40**

Note:
All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.　　　　　　**1×5 = 5 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). Define facility in the area of supply chain fundamentals. **Q. 1: (B). List the various elements impacting the lot size of multiple products.** **Q. 1: (C). State the importance of network optimization mode.** **Q. 1: (D). What is trade off in transportation design? Name a few.** **Q. 1: (E). How will ERP optimize the costs of supply chain OPEX? Mention.**	CO1	L1, L2

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)　　　　　**7 x 3 = 21 Marks**

Questions	CO	Bloom's Level
Q. 2: (A). Explain the various strategies involved in designing supply chain at an operational level. Also, give example(s). **Or** **Q. 2: (B).** Explain the significance of EOQ model in managing an inventory. Also, give example(s).	CO2	L2, L3
Q. 3: (A). Illustrate the limitations of Inventory review policies with respect to Material requirement planning. **Or** **Q. 3: (B).** How is JIT effective in managing order quantities and order-based point of contact(s)? Describe.	CO3	L3, L4
Q. 4: (A). Analyze the various factors of influencing the network design and the corresponding phases. Also, what metrics can be used to evaluate their respective performances' criteria? **Or**	CO3	L3, L4

Questions	CO	Bloom's Level
Q. 4: (B). Differentiate between global supply chain models and regional supply chain models with respect to outsourcing and performance measures. Give relevant example(s). (internal choices with two questions corresponding to the same CO)		

SECTION - C

Read the case and answer the questions   **7×02 = 14 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: Critical path analysis is one of the most significant methods followed worldwide in supply chain departments of various organizations worldwide. Many business managers remain unaware of the 'tug-of-war' that goes on in their 'bottom line' between two distinct groups of their customers: those that contribute positively to their business' profits (profitable customers) and those that erode potential profits by failing to cover the costs associated with servicing them (unprofitable customers). Traditional accounting methods provide little help in calculating profitability at individual customer level. Customer Profitability Analysis (CPA) has therefore become an important tool in helping businesses identify their 'profitable' and 'unprofitable' customers and understand why that is. Solution is CPA which uses critical path analysis in order to find most critical operations and areas and gives most relevant values of cost to serve acting like feedbacks and ratings of customers. This also achieves the target of customization and up to some extent supports six sigma as well, this is because process becomes more effective from the perspective of auditing and assuring a significant level of controlled eco-systems. The world today is more connected than ever before. Indeed, the Digital Revolution brings with it innovative and disruptive technologies that have the potential to change the way business is done—and the way the world interacts. Yet despite the promise of digital to positively transform economies, business, and society, the reality is that most organizations are far from harnessing this potential. In fact, just 20.7 percent of manufacturing organizations surveyed rated themselves as "highly prepared" to address the emerging business models the Fourth Industrial Revolution brings. As a result, integrating various channels at one place, analyzing the bottlenecks and then finding the critical paths for valuation of customers is the ultimate solution creating a win-win situation for all the stakeholders involved in enhancing CAPEX.		
Questions: **Q. 5: (A).** Based on the above case, create a management draft highlighting the significant policies in support of CPA enhancing revenue directly or indirectly. **Q. 5: (B).** Design a flow chart highlighting all the possible scenarios if above concept of critical path analysis is adopted in FMCG industry. Also, formulate the recommendations for better quarter/annual revenues depending on the example you consider.	CO4	L5, L6

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	**7 Marks**
CO3	14 Marks
CO4	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create