

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – SUMMER-2022

Subject Code: 1539304**Date: 14-07-2022****Subject Name: Global Supply Chain & Logistic Management****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1	Definitions	14
	<ol style="list-style-type: none"> a) Differentiate between SCM vs CRM. b) What is role of Logistic in Organisation? c) What is Bullwhip Effect? d) Third Party Logistics e) Cross docking f) DMAIC g) Parts per million 	
Q.2	(a) “The supply chain is the nature of organizations that are involved through upstream and downstream linkages in the different processes and activities that produce value in form of products & services”. – Comment.	07
	(b) Consider the supply chain involved when a customer purchases a book at a book store. Identify the cycles in this supply chain and the location of the Push / pull boundary.	07
OR		
	(b) Explain network design in supply chain management in detail.	07
Q.3	(a) Explain the role of supply chain to minimize wastage of resources.	07
	(b) What do you mean by Strategic Alliances and Outsourcing? What are the various factors that are considered by organisations before entering into strategic alliances and outsourcing?	07
OR		
Q.3	(a) Explain the Balanced Score Card approach of supply chain performance measurement. Discuss its main characteristics and application.	07
	(b) Write a brief note on the Coordination in a supply chain. What are the various obstacles to coordination? How such obstacles can be minimized in supply chain?	07
Q.4	(a) Explain the components of supply chain	07
	(b) Discuss various Purchasing and supply chain performance measurement categories.	07
OR		
Q.4	(a) “Delivering Tomorrow's Performance Today”.Discuss this term in context with six sigma	07
	(b) Price has also performance and in any business performance needs to measure. Discuss.	07

Q.5

The world's leading aerospace company, Boeing is the largest manufacturer of commercial jet airliners and military air craft combined. Headquartered in Chicago, Boeing operates in 70 countries with culturally diverse workforce. Boeing has an arch rival in the form of its European counterpart Airbus. Airbus is the largest civil airliner in service. Airbus also has expanded into military transport aircraft sector. Every strategic move of these two giants is followed closely and counter-measures are swiftly planned to capture the market share of each other. When Airbus started its ambitious super jumbo A380 project, Boeing quickly followed suit with its dream liner 787. Airbus, by virtue of its multi-country lineage in EADS, has its manufacturing process scattered across many European nations including the UK, France and Germany. Its final assembly plant is located at France, where huge parts are brought through several transportation modes for assembling into an aircraft. This approach to manufacturing has been criticized by experts, who cited this as one of the reason for the A380 project delays and cost over runs. Ironically, Boeing tried to adapt a similar approach to manufacturing the 787. It experimented with radial outsourcing with major parts of the plane outsourced to companies in Canada, Australia, Korea, Japan and Europe. Comparatively, Boeing is into higher percentage of outsourcing for its engineering and design work. It is debatable as to whether this is the primarily the reason for the numerous delays and hefty cost overruns the 787 project has witnessed over the past several years. On several occasions, Boeing admitted design flaws, leading to delays. Boeing's customers are increasingly cautious of their delayed delivery schedules of 787. Some reports say that the first delivery of its new 787 aircraft would slip a well into the mid of 2011 or even beyond. Interestingly it is the first time Boeing faced this kind of problems on after the eventual first flight in December 2009. The report also indicates that the company officials opine that they over reached on the new manufacturing method used with 787, but they remain committed to the outsourcing model. However, further delays have been indicated and the increasing competition in cashing on the situation in a big way, with Airbus receiving orders from several Airlines who cancelled the 787 orders in favour of its A380.

- (a) What are the major challenges Boeing supply chain facing? **07**
- (b) Suggest remedial measures in the Boeing's supply chain so as to avoid failure like 787 in Future **07**

OR

- (a) Is lean concept work in case of Boeing's supply chain? Discuss **07**
- (b) The CEO of Boeing has decided to take an unbiased opinion of an external consultant to critically analyse the whole production model adapted in 787. If you are requested by Boeing as external consultant to submit a preliminary report, critically examine the outsourcing model of 787. **07**
