

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 1539304**Date: 27/06/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1 Definitions** **14**
- a) Difference between in-sourcing and outsourcing
 - b) Benchmarking
 - c) Quality Measures
 - d) Three Flows of Supply chain
 - e) JIT
 - f) Scatter diagram
 - g) FCL and LTL

- 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)** Explain the issues and challenges in global supply chain management. **07**

OR

- (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**
- Q.3 (a)** What are the advantages and limitations of centralized purchasing in comparison to decentralized purchasing for a chain of fast- food restaurant which would you suggest & why? **07**
- (b)** Discuss Five Basic Components of SCM. **07**

OR

- Q.3 (a)** How the firms have to gain competitive advantage through logistic - integrated supply chain. Discuss the importance of logistics in a global economy **07**
- (b)** Discuss Various wastes in lean Management. **07**

- Q.4 (a)** The Jaya Company supplies electric motors to Electronic Distributors, Inc. on a delivered price basis. Jaya has the responsibility for providing transportation. The traffic manager has three transportation service choices for delivery-rail, piggyback and truck. He has compiled the following information: **07**

Transportation Mode	Transit Time Days	Rate Rs/Unit	Shipment Size Units
Rail	16	25.00	10,000
Piggyback	10	44.00	7,000
Truck	4	88.00	5,000

Electronic Distributors purchases 50,000 units per year at a delivered contract price of Rs. 500 per unit. Inventory carrying cost for both companies is 25 percent per year. Which mode of transportation should Jaya select? Justify your decision

- (b) What is a business process? Discuss Business process with theory of constraints with suitable Example. **07**

OR

- Q.4** (a) Discuss DMADV in context of Six sigma. **07**
(b) Discuss Global Ocean transportation with its types and size of vessels. **07**

Q.5 Super Dolls is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities across the country. Over the years, a number of competitors have sprung in the field. Far from child's play, the company found that the toys' sector is a tough business. Some of the problems faced by it are:

- There is a massive sale during the festival seasons. If the company's product is delayed, the valuable market is missed.
- "Fashion" or "cult" status products influence the market. Any wrong decision in this matter, means loss of sales and build-up of unwanted inventory
- There are high marketing and promotional costs. If these programmes go out, the sales drop massively
- Any misjudge of the market can also mean closing down of the company
- The company has problems regarding stock holding at its distribution centres. This is mainly due to wrong inputs from feedbacks and improper surveys.
- The company relies mainly on hired fleet of road transport. The services are not up to the mark in terms of delivery schedules, safety of goods from pilferage/theft, and mishandling of product.
- Marketing strategies are far from adequate. They are not effective enough to counter the strategies adopted by the competitors

You are called upon by the management of Super Dolls to head their logistics operations. You are required to study and guide the company regarding the following matters.

- (a) Warehousing at distribution centres and large retailers to cut down inventory costs plus other suggestions in order to reduce inventory carrying costs. Give your comments. **07**
- (b) Advantages of outsourcing in terms of preparing girls' and boys' toys, toys in local languages, toys for different age ranges, packaging, effecting savings on damages/transport, responding fast to customers' requests, etc. Discuss. **07**

OR

- (a) How to cut down cost on advertisement campaigns by alternative forms of spreading awareness ? **07**
- (b) Give your Suggestions to counter competitors' strategies. **07**
