

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 1539304**Date: 19-02-2022****Subject Name: Global Supply Chain & Logistic Management****Time:10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

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

Q. No.	Question Text and Description	Marks
Q.1	Answer the following questions.	14
	<ul style="list-style-type: none"> (a) Define TPL – Third Party Logistics (b) Explain Supply Chain Network (c) What is Performance Bench Marking? (d) What is Delivering Perfect Customer Order? (e) Explain Distribution centers (f) What is “Cross Docking” ? (g) List , Key logistics growth drivers 	
Q.2	<p>(a) What is the impact of Technology in global supply chain systems and how effective ERP (Enterprise resource planning) can help in optimizing cost of supply chain operations ?</p> <p>(b) What are the present trends in the modern days supply chain ? How global market affect them and they affect global market ? explain with suitable examples.</p> <p style="text-align: center;">OR</p> <p>(b) Explain role of supply chain in overall value delivery process and what are the key characteristics of competitive supply chain?</p>	07 07
Q.3	<p>(a) Explain “Theory of Constraint” with suitable example of operations management of your wish.</p> <p>(b) M/s Spain Spicy is a fast-food chain in Gujarat , They have been providing delivery guarantee of order delivery with in 5 km diametric range of the retail outlet for delivery with in 30 minutes on online ordering if order size is above Rs. 200 per order minimum. Their guarantee is free home delivery ,if not delivered with in 30 minutes. Since quite some times their delivery commitment failures have increased and they have decided to evaluate the situation and implement Six Sigma concept in their supply chain. Explain, What is six sigma in supply chain and how it will be helping them in the present situation.</p> <p style="text-align: center;">OR</p> <p>(a) M/s Firmtech India International Ltd., is having it’s four manufacturing plants at India , Dubai , Tanzania and Thailand and they are manufacturing solar panels. To ensure uniformity and consistency in the quality of products and services they have decided to go for Lean Supply Chain implementation</p>	07 07

across all the plants. Suggest your inputs , what is Lean Supply chain and how it will be helping them in Quality consistency of products and services.

- (b) Explain the role of Warehousing facility and how it can help in supply chain management and What are it's relative advantages and disadvantages with respect to cost and services ? **07**

- Q.4** (a) What are key cost drivers while we consider a global supply chain? and how and establishment of Global Supply chain can help the organization? **07**

- (b) M/s SamBong Pizza , is a global brand , known for it's uniformity of quality and global strategy. They were using mozzarella cheese of M/s Melt, from Spain, which was also having multiple locations in the world. Unfortunately Joint Venture between M/s SamBong Pizza and M/s Melt has broken and now M/s SamBong Pizza is strategically thinking to develop responsiveness based supply chain for cheese supply. Help them with your learning what is responsiveness based supply chain and how it can be built ? **07**

OR

- Q.4** (a) Write a note on importance of logistics in supply chain management , specifically with reference to global operations. **07**

- (b) M/s Thermocom Chairs Pvt. Ltd. is in to plastic chairs manufacturing , They wish to import injection molding machines from Germany and also exporting the chairs to few of the African countries like , Brazil ,Tanzania and Madagascar , What will be role of Customs in regulating these international trade. **07**

M/s K – Mart Ltd. is a world's largest retail chain, operational in around 40 plus developed and developing countries in the world. They have decided to enter Indian Market through a joint venture with local leading retail chain brand M/s NanoBazar. Joint Venture company started getting known as M/s K-Nano. M/s K-Nano had opened around 50 Mega stores in the country for the joint venture retail. They took up steadily for both price sensitive customers and differentiation oriented customers.

M/s K – Mart could certainly help the joint venture by their global supply chain network in the leading segments like consumer durables, apparels and cosmetics. And that product range could really picked up immediately with the joint venture stores. However M/s Nano Bazar had a distinct advantage of their strategic supply chain with food and beverages and fruits and vegetable segments from Indian vendors as well as they had better hold on local grocery ranges and brands too.

With the growth in E-Commerce sales, across the world and nationally via leading online platforms, M/s K - Nano Joint venture stores started facing tough competition. Already they were facing tough competition with in India with established offline retail players in Indian Market. Keeping in mind the growth of E-commerce business, M/s K- Nano, also thought of going E – Commerce route too. They started with the products like Apparels, cosmetics and consumer durables to sell through their companies online platform via their own website besides tying up with the leading for online shopping platforms like Amazon, Flip cart

Mr. Rajesh the Indian Head of joint venture M/s K Nano, few days earlier, had started receiving basic two types of complains

(1) Regarding delivery returns, if the products were booked via companies own web portal. Investigation led to reveal fact that, there was a problem with logistic partner company and payment related issues with them too. Same goods if they were being sold through other E commerce platforms like Amazon or Flip cart, were mostly getting delivered on time. (2) Logistic company with whom they had strategic tie up with, for both online and offline sales deliveries, that company was demanding average 10% hike in the revision of rates, which was simply impossible for the business as margins were shrinking. (3) Third major complain they received, was related to price of the product. At a particular day customers were offered different prices at showroom and on online platform. Besides that, even prices of the same products many a time were different at different online platforms. According to the Marketing team, the different prices at different platforms and showrooms, were leading customers to distrust brand, While operation head tried to justify it by saying that, differences in prices are mainly due to logistic and transportation cost for various locations.

Mr. Rajesh, took all the three points very seriously for the operations management and got in to thinking of their solutions.

- (a) What are the key problems encountered by Mr. Rajesh ? , Do you agree that prices could be different due to logistics price ? Justify your argument . **07**
- (b) What guidance you recommend to Mr. Rajesh , were he could found delivery return issues for the goods if ordered via their website and online mode through their company website? **07**

OR

- (a) Is it possible and advisable to keep price same for a particular product across the country at offline outlets as well as on companies online platform? If so, Can technology help in achieving that goal ? **07**
- (b) What will be your input to Mr. Rajesh , on the dispute with logistic partner , where they are asking for 10% increase in average rate , which is not feasible for the M/s K Nano? What solution model you will try to develop in that situation ? **07**

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