

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –III-EXAMINATION – WINTER-2022**

Subject Code: 1539304

Date: 31/01/2023

Subject Name: Global Supply Chain &amp; Logistic Management

Time: 10:30 AM to 1:30 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.

<b>Q.1</b>	<b>Definitions</b>	<b>14</b>
	(a) 3pls	
	(b) Corrective Measures	
	(c) Business Process	
	(d) cross-docking	
	(e) Muri	
	(f) DOE	
	(g) mezzanine	
<b>Q.2</b>	(a) Explain 'Achieving Strategic Fit' in supply chains with the help of a suitable example	<b>07</b>
	(b) Explain network design in supply chain management in detail. List various factors affecting the network design decisions	<b>07</b>
	<b>OR</b>	
	(b) Explain the role of supply chain coordination to minimize wastage of resources in context with TOC.	<b>07</b>
<b>Q.3</b>	(a) 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?	<b>07</b>
	(b) Explain the role of transportation in supply management.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Inventory hide problems but JIT & KANBAN will help them to reveal. Discuss.	<b>07</b>
	(b) Discuss Factors affecting the Number of Warehouses with various Warehouse Operations	<b>07</b>
<b>Q.4</b>	(a) Distinguish "Vital Few" from "Trivial Many" from Six sigma perspective.	<b>07</b>
	(b) Purchasing Measurement is not easy. There is a specific process that needs to follow to get the proper result. Discuss.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Discuss macro and Micro factors that influence the designing of a Global supply chain Network	<b>07</b>
	(b) Provide business examples of the three operations strategies: make-to-stock, assemble-to-order, and make-to-order. Explain what it would take for a company to move from a make-to-stock strategy to make-to-order, and vice versa. What are the advantages and disadvantages of each strategy	<b>07</b>

**Q.5****Case Study**

Ace Dairies gives a home delivery service for milk, dairy products and a range of related goods. Roger Smitheram has run the dairy for the past twelve years. His product is a combination of goods (the items he delivers) and services (the delivery and associated jobs he does for customers). At the heart of operations is an information system which contains full details of all Roger's 500 customers, including their regular orders, special orders, where to deliver, how they pay, and so on. Every day the system calculates the likely sales of all products in two days' time. Roger adds some margin of safety, allows for likely variations and passes his order to Unigate Dairy in Totnes in Devon (about 150 km away). This Unigate depot acts as a wholesaler for milkmen in Wales and the southwest of England. The following evening it delivers to a holding depot in Camborne, and then takes Roger's goods 10 km to a cold store in Hayle. At 5.30 the following morning Roger collects the order from his cold store and starts delivering to customers. This normally takes until 1.30 in the afternoon, but on Fridays he spends more time collecting money and often finishes after 5.00 pm. There are several specific problems facing Ace Dairies. There is, for example, some variation in daily demand, so Roger has to carry spare stock. He cannot carry too much, as dairy products have a short life and anything not delivered quickly is thrown away. Roger aims at keeping this waste down to 2 per cent of sales. There are also problems maintaining a service during holidays, or when Unigate has difficulties with their deliveries. Perhaps Roger's main concern is maintaining his sales over the long term. Demand for doorstep deliveries is declining, as people buy more milk at supermarkets. The number of milkmen in Hayle has declined from ten in 1987 to three in 2002. Most of Roger's customers have been with him for many years, but he generates new custom by canvassing, delivering leaflets, special offers, carrying a range of other products, and so on.

- (a) Describe the supply chain for milk. **07**
- (b) Where does Ace Dairies fit into this? What specific activities form the logistics in Ace Dairies? **07**

**OR**

- (a) What are the main problems that Ace Dairies has with logistics? **07**
- (b) DO you think demand and supply are sufficient from the above details in the supply chain ? Discuss. **07**