

Total No. of Questions : 5]

SEAT No. :

PF-12136

[Total No. of Pages : 2

[6648]-839

S.Y. M.B.A.

**SE-OSCM-13 : Supply Chain Strategy
(2024 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Make suitable assumptions whenever necessary.
- 3) All questions carry equal marks.

Q1) Solve any Five of the following : (2 marks each).

[10]

- a) Define cost-centric supply chain strategy.
- b) State characteristics of an agile supply chain.
- c) Recall aggregate planning.
- d) Define warehousing in distribution networks.
- e) Illustrate step of strategic sourcing process.
- f) Define the term material handling cost & inventory holding cost.
- g) Differences : Cycle Time vs. Lead Time vs. Takt Time
- h) State the LeAgue in supply chain management

Q2) Solve any Two of the following : (5 marks each)

[10]

- a) Explain strategic fit and its importance in SC.
- b) Explain the challenges faced in Omni-channel retailing.
- c) Explain how transportation decisions affect customer service levels.

P.T.O.

Q3) Solve Any One :

[10]

- a) A cement manufacturer operates in a highly price-sensitive market. Which generic SC strategy would be most appropriate?
OR
- b) Explain resource utilization and its effect on supply chain productivity.

Q4) Solve Any One :

[10]

- a) A smartphone company launches a new product every six months. Explain how S&OP can improve coordination between sales and production.
OR
- b) A company wants to minimize logistics costs while meeting customer demand. Formulate the LP constraints and objective function.

Q5) Solve Any One :

[10]

- a) Walmart uses centralized distribution centers and advanced supplier coordination systems to reduce costs and improve efficiency. Explain Walmart's supplier strategy. What distribution network model is used by Walmart and how does Walmart achieve cost efficiency through logistics strategy?
OR
- b) Amazon tracks delivery performance, inventory turnover, transportation efficiency, and customer service levels to improve operational excellence. Explain the financial performance measures used by Amazon. How does Amazon measure customer service performance and discuss the importance of cycle time in Amazon's operations.

