Total No. of Pages 3   Roll No................

4th SEMESTER   B.Tech./M.Tech./MBA/Ph.D/ B.Tech. (Eve[ ]

END SEMESTER EXAMINATION   May/June-2019

MGS-07 Supply Chain Strategy & Innovation

Time: 3:00 Hours   Max. Marks :60

> **Note : Answer any 6 questions**
> All questions carry 10 marks.
> Assume suitable missing data, if any.

Q.1[a] Assume a new iPhone is expected to hit the market. Briefly describe its demand and supply characteristics throughout the product life cycle.   (5)

[b] Ryder Dedicated Logistics is a 3PL provider with a 7 year contract to design manage and operate all of Whirlpool Corporation's inbound logistics. What are the advantages and disadvantages of this arrangement?   (5)

Q.2[a] Apply the Ansoff matrix to organizational supply chain strategies. Briefly explain the model with relevant examples.   (5)

[b] Compare efficient and responsive supply chains.   (5)

Q.3[a] Briefly describe the challenges to achieving and maintaining strategic fit. Provide examples where relevant.   (5)

[b] i) My hairdresser provides free wifi and tea while waiting for an appointment. What strategy does she follow? Briefly describe the strategic activities necessary to keep her store operational.   (2.5)

ii) What strategy does Walmart follow? Briefly describe the strategic activities necessary for the strategy.   (2.5)

Q.4[a] Reva Cars is planning to enter into a strategic alliance with Park Supplies Ltd. What parameters should Reva cars consider to determine the appropriateness of the strategic alliance. (5)

[b] Why do you think a tailored supply chain is necessary? What are the different ways a supply chain may be tailored. Give examples where relevant. (5)

Q.5[a] What challenge does mass customisation pose to retailers and suppliers? Using women's clothing as an example represent with the help of a diagram the spectrum of market opportunity against the dimensions price and supply chain structure. (5)

[b]. Globalisation has helped many countries have access to uninterrupted fresh food supplies. How has this effected local suppliers? What kind of supply chains do we need to support and develop as globally responsible citizens? Be innovative in your answers and give examples where relevant. (5)

Q6 [a] Explain the difference between implied demand uncertainty and demand uncertainty using the example of iPhone 6 Plus. (2)

[b] What do you expect the level of implied demand uncertainty to be for jasmine rice produced by Thailand at a supermarket? How would this impact margins, supply ? (2)

[c] Walmart and P&G plan promotions jointly. What is this an example of? What are the benefits of this approach? What would happen if promotions are not jointly planned? (4)

[d] Explain how dell is an example of mass customisation. (2)

Q7 [a] Briefly list 3PL implementation issues? (4)

[b] Why do firms offer product choice with limited variability. Explain with example. (4)

[c] Where would you place the following firms on the responsiveness spectrum (2)

1) Local mom and pop store
2) Fedex
3) Tata Steel plant
4) India Post