

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester II – PGDM (IB) 2016-18

Global Supply Chain Management
ET_IB_GSCM_2912

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1 a)** Briefly outline the components of **Michael PORTER**'s **Value chain Model**? What is the significance of this model and discuss why firms with superior value chain competencies have a distinct edge over its competitors? **7**
- b)** Distinguish between the **SDE and FSN model** of inventory categorization? Discuss how these concepts can be applied by pharmacy shops and superstores/supermarkets? **7**
- Q 2** What are the dimensions of Customer Services under Global Supply Chain Management? Elaborate on the ingredients of customer services at the transaction and Post Transaction Stages? How can customer services be utilized as a dynamic tool for creating demand and retaining customer loyalty? Give examples with reference to firms like FEDEX and GATI? **14**
- Q 3** What are the functions and objectives of Inventory Management? Describe in details the Economic Order Quantity model and Quantity Discount Models of Inventory Management? Explain why contingency stocks are desirable in the Reorder Point model to ensure that there is no disruption in production and distribution schedules? **14**
- Q 4** What are the elements of International Logistics – clearly stating the relevance of Utility to customers in terms of time, place, and possession of goods? Outline the pivotal role of Inland Container Depots and Container Freight Stations for maximizing distribution efficiency for international marketers? **14**
- Q 5** What is the purpose of Material Management? How is the concept of packaging different for logistics managers and marketing managers? Assuming you are actively engaged in export of tea and engineering goods - what material handling equipment would you normally use at the sea port for transportation of products globally? **14**

- Q 6** Highlight the factors influencing the choice between Centralized and Decentralized warehouses? Describe a typical layout and design of the warehouses of a manufacturing firm engaged in the production of paints and FMCG Products for optimizing operational costs and achieving distribution efficiency? Do you agree that warehouses taken on Contract basis or multi-client sharing basis is beneficial for multinational organizations? **14**
- Q 7** Global Supply Chain Management describes the managers' effort to oversee the flows of raw materials, components, information, and finance through their network of suppliers, assemblers, and distributors, and customers located around the world. In essence, Supply Chain Management integrates supply and demand management within and across companies.
On the basis of the above please answer the following questions:
- a)** What are the elements of the global supply chain framework and the significance of Enterprise Resource Planning Systems? **7**
- b)** How does innovative supply chain create enormous potential for firms to lower cost of operations and boost earnings? **7**
