

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), FEBRUARY 2022
(2020 Scheme)

Course Code : 20MBA271

Course Name: Supply Chain Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Distinguish between logistics and Supply chain management
2. State the importance of Logistical Information systems
3. State the role information driver in achieving the competitive strategy
4. How to Optimize a Supply chain?
5. Summarize the risks in International Logistics.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Illustrate how a company achieve strategic fit between its supply chain strategy and its competitive strategy? Explain with an example
7. Discuss the factors Influencing Distribution Network Design for FMCG product of your choice
8. Elaborate the Supply chain management practices of an E-commerce firm of your choice
9. A firm, is selling sports goods would like to locate a ware house in South India, considers Chennai, Bangalore, Hyderabad and Cochin. As a Supply chain manager, how will you apply SCOR model for supply chain optimization
10. Evaluate how Global Logistics used for gaining a competitive advantage to deliver a superior customer service? Justify with an example?

PART C

(Compulsory question, the question carries 20 marks)

11. Toyota Motor Corporation is Japan's top auto manufacturer and has experienced significant growth in global sales over the last two decades. A key issue facing Toyota is the design of its global production and distribution network. Part of Toyota's global strategy is to open factories in every market it serves. Toyota must decide what the production capability of each of the factories will be, as this has a significant impact on the desired distribution system. At one extreme, each plant can be equipped only for local production. At the other extreme, each plant is capable of supplying every market. Prior to 1996, Toyota used specialized local factories for each market. After the Asian financial crisis in 1996/1997, Toyota redesigned its plants so that it can also export to markets that remain strong when the local market weakens. Toyota calls this strategy "global complementation". Whether to be global or local is also an issue for Toyota's part plants.

Should they be designed for local consumption or should there be few parts plants globally that supply multiple assembly plants? As a Global SCM manager, address the following questions regarding the configuration and capability of the supply chain of Toyota in this pandemic situation.

- a) Where should the plants be located and what degree of flexibility should be built into each? What capacity should each plant have? (5marks)
- b) Should plants be able to produce for all markets or only specific contingency markets? (5marks)
- c) How should markets be allocated to plant and how frequently should this allocation be revised? (5marks)
- d) Identify the flexibility should be built into the distribution system? (5marks)
