

Q 4 Match the following –(5 Marks)

| | Column A | | Column B |
|---|--------------------|----|---|
| 1 | Lean supply chain | a) | Continuous improvement |
| 2 | Outsourcing | b) | Quick responsiveness |
| 3 | Market sensitivity | c) | Identifies the best performing supplier |
| 4 | Kaizen | d) | Engaging external vendor |
| 5 | Ranking | e) | No non-value adding operations |

PART B

[30 marks]

(Attempt any 3. Each question carries 10 marks)

Q5. a) Explain any FIVE drivers of a Lean supply chain (5 Marks)

b) Explain any FIVE strategic supply chain decisions undertaken by organizations (5 Marks)

Q 6 a) What is strategic Sourcing? How does it benefit a Supply Chain? (5 Marks)

b) Explain the various pricing strategies an organization can use to maximize it's revenue (5 Marks)

Q 7 a) What is a closed loop supply chain? Explain with examples (5 Marks)

b) What is a Supplier Contract? Explain any THREE types of supplier contracts? (5 Marks)

Q 8 a) Write a note on Risk Management in a supply chain (5 Marks)

a) Compare and Contrast "Green Logistics" and "Reverse Logistics" (5 Marks)

Q9 Write short notes on any TWO –(2 x5= 10 Marks)

- a. Cash Conversion cycle
- b. Agile supply chain
- c. Risk Management

PART C

[20 marks]

Q.10 Case Study (compulsory)

M/s VF corporation has many internationally well known brands in it's catalog, such as Wrangler, Lee and Girbaud.

By the year 2020, the company had over 500 distributors across the world, 60000 store locations, and more than 15 million levels of replenishment. Each division uses automatic software to manage the huge influx of data, and special techniques and software help VF to manage and use the data to benefit. They have developed their own automatic replenishment scheme, entered into alliances with all their strategic partners and designed an effective logistic system for their inbound and outbound materials

Questions:

Q1. IT has played a major part in the success of VF. Do you agree? How does IT help a supply chain?

Q2. What, in your opinion, were the strategic supply chain decisions that were taken by VF to remain competitive

Q3. What advantages would 3PL service providers give to VF?

Q4. Explain any 3 sourcing strategies VF must be using ?