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| **Trimester: November 24**  **Examination: Supplementary Examination** |
| **Program code:** **Program: Working Executives (Timespro Batch 1 Semester 1)** | **Class: FY** | **Semester:** **I Trim** |
| **Name of the Constituent College:** **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:** **Operations & SCM** |
| **Course Code: 117P18C103** | **Name of the Course: Ops & LSCM** |

**Maximum Marks: 50 Date: Nov 24**

**Duration: 3 hrs**

**Instructions:-**

Question 1 is ***compulsory ( 10 marks)***

Answer any 2 questions from Q2

and any 4 questions from Q3

Draw sketch/diagram wherever applicable.

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| **Question No.** |  |  **Max.****Marks** |
| Q 1 | A new phenomenon called ‘Apparel on Demand’ is slowly making its presence felt. It is an extension of JIT linking retailers and manufacturers for a just-in-time responsiveness. NaaR Clothing Inc., promoted by a young management graduate has recently ventured into the business of making reasonably priced custom jeans for women. It has partnered with many stores selling women garments. In the stores, women are electronically measured and information like colour, fabric, style, etc., are recorded. The information reaches the NaaR manufacturing facility at Ahmedabad almost immediately through a state-of-the-art information system. NaaR guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in India, specially in the urban areas, the market for women’s jeans is growing at a fast pace. NaaR with its unique business model hopes to garner a significant share of this market. The promoter of NaaR along with her top executives is confident that their concept of JIT jeans would work.(a) Do you think NaaR’s strategy would work? Why or why not? What is the importance of retailers in its business strategy?(b) Will customers wait for 10 days to have the jeans delivered? What can NaaR do to compete on customer service if delivery takes this much time  | 10 |
| Q2 | Answer ***any two. (10 marks each)***2A. Describe the various stages of new product development and how CAD/CAE/CAM and 3D printing technologies could help reduce time from design to market. 2B.” Value added services in warehousing can be used to gain a competitive edge in the market.” Cite a few examples to support this statement. 2C. What are the various improvements you would suggest to make a Supply Chain more effective | 20 |
| Q3 | Short notes on ***any 4 ( 5 marks each)***A. Economic order quantity – Explain.B. 3 PL/4PL logistics C. Packaging in logisticsD. Plant LayoutsE. ERPF. Bullwhip Effect | 20 |