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| **Trimester: Sep - Dec 2023**  **Examination: End term Examination** | | |
| **Program code: 08**  **Program: MBA EXE** | **Class: FY** | **Semester/Trim: I** |
| **Name of the Constituent College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:**  **Operations & SCM** | |
| **Course Code:** 217P08C106 | **Name of the Course: GSCM** | |

**Maximum Marks: 50 Date: 18 Dec 2023**

**Duration: 3 hrs**

**Instructions:-**

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

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 QQ 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.   1. Do you think NaaR’s strategy would work? Why or why not? What is the importance of retailers in its business strategy? 2. Comment on the necessity of a robust supply chain in the context of NaaR Clothing Inc. | 10 |
| Q2 | Answer ***any two. (10 marks each)***  A. What is an efficient Supply chain?. How would you go about making a supply chain more robust and cost efficient?   1. Discuss the inventory control methods and implications of inventory on the profitability of companies. 2. Describe the different types of Layouts and the context in which they may be used ? | 20 |
| Q3 | Short notes on ***any 4 ( 5 marks each)***  A. Implications of 3D printing on Supply chain.  B. Warehousing  C. New product development  D. Plant location Methods (Quantitative)  E. Reverse Logistics | 20 |