

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), DECEMBER 2022 (2021 Scheme)

Course Code : 21MBA241

Course Name: Supply Chain Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Identify any two obstacles to achieve strategic fit
2. Identify any four factors that influence supply chain network design decision
3. Define Tracking Signal
4. Interpret the meaning of Level Strategy in Aggregate Planning Strategies
5. Outline any two adverse impact of Bullwhip effect

PART B

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

6. Compare and contrast on the two process views of a supply chain with suitable figures for illustration
7. Evaluate on the 4 phases of the framework for Network Design Decision
8. Categorize the four major types of forecasting methods
9. Analyze on the managerial levers to achieve coordination in the supply chain
10. Outline the modes of transportation and their performance characteristics

PART C

(Compulsory question, the question carries 20 marks)

11. Naif Designs is a multi-national manufacturer and retailer chain of leather products with its headquarters in Ajmeer, Rajasthan. By 2020 it was launching over twenty new product lines per year. The leather products industry has dramatically shortened time to market: new products can go from concept to shelf in a month. Stores receive a continuous stream of fresh merchandise—as many as 12 themes each year. Nsif started in the affordable-leather product segment in the mid-1990s and has recently spread to higher-end brands.

Leather Accessories are well established in developed markets but it has just arrived on the scene in emerging markets and will almost certainly experience explosive growth there. The combined market share of organized branded leather accessory manufacturers in India totals only about 5 percent today,

but the number of Naif Design stores grew 60 percent every year between 2010 and 2021.

An example of fashionability: Gucci, as part of its guest-designer collaborations, introduced a flamboyant accessories collection by Vogue Japan editor Anna Dello Russo in December 2021, with item prices ranging from Rs.1400 to Rs.24,000.

An example of acceleration: Sree Leathers, a Kolkatta based player, is adding hundreds of new items to its assortment every month—an unheard-of pace in an industry where two collections per year is standard.

Flexible companies with adaptive business systems reap disproportionate rewards. Innovative players will react to trends quickly and reduce their product-development cycle times. Doing so will require closer collaboration with partners along the entire value chain, from suppliers to designers to logistics providers.

The evolution of the apparel industry provides an interesting template for how the Leather Accessories industry might develop. It seems likely that the market of 2023 will be highly dynamic, truly globalized, and intensely competitive. Those companies that can best anticipate and capitalize on industry-changing trends will shine brighter than the rest.

a) What role does forecasting play in the supply chain of a build to stock company such as Naif Designs

Marks (5)

b) What systematic and random components would you expect in demand for Naif Design's offerings

Marks (5)

c) After considering the various Aggregate Planning Strategies, advice Naif Designs on the how they could adopt a hybrid strategy that best suits the needs of the Fast Fashion industry

Marks (10)
