**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2020-22)**

**Re-IMPROVEMENT EXAMINATION, Feb 2022**

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| Course Name | **Supply Chain Management** | Course Code | **OM 401** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

All questions are compulsory

**Questions.1 (5+5 Marks)**

Harley Davidson has its engine assembly plant in Milwaukee and its motorcycle assembly plant in Pennsylvania. Engines are transported between the two plants using trucks. Each truck trip costs $1,500. The motorcycle plant assembles and sells 300 motorcycles each day. Each engine costs $450 and Harley incurs a holding cost of 20 percent per year. How many engines should Harley load onto each truck? What is the cycle inventory of engines at Harley?

**Questions.2 (5+5 Marks)**

It is important to have strategic fit between a company’s supply chain and its competitive strategy. The company also needs to strike a balance between responsiveness and efficiency. Given that creating strategic fit requires designing a supply chain whose responsiveness aligns with the implied uncertainty, list the supply chain’s abilities with regard to responsiveness? Discuss how companies should prepare for globalization in terms of responsiveness?

**Questions.3 (5+5 Marks)**

Zero-waste is a vital goal without which no economic model can be sustainable. Currently, waste flows are growing at twice the rate of population growth and will reach 3.4 billion tonnes by 2050. Improved waste management could not only extract billions in economic value, but would also benefit from shifting economics through the avoidance of carbon emissions. However, there is still a long way to go.

Discuss the challenges that limit the effort put in by supply chains to improve sustainability? Discuss some reasons that we do not see more recycling or remanufacturing of products?

**Questions.4 (10 Marks)**

Explain with example why, for the same inventory level, a revenue-sharing contract results in a lower sales effort from the retailer than if the retailer has paid for the product and is responsible for all remaining inventory.