**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTHTRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, OCT- NOV-2020**

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

**INSTRUCTIONS:**

Q1 is compulsory and carries 10 marks. Attempt any 5 questions from Q2 to Q7. Each question carries 6 marks.

Q1) How can the full set of logistical and cross functional drivers be used to create strategic fit for a PC manufacturer targeting both time sensitive and price conscious customers?

Q2) Though Supply chain principles are universal in nature, application of these depends on the context of the country, which is why India has to find its own unique solutions. Explain why you agree or disagree with the above statement.

Q3) Identify one product each in the functional and innovative categories. Identify similarities and differences in the way supply chains for these products are managed by the respective firms.

Q4) Why should global firms question their network design decisions every few years?

Q5) What is the impact of inventory centralization on various supply chain performance measures.

Q6) How can supplier with a lower price end up costing the buyer more than a supplier with a higher price?

Q7) What type of industries or situations are best suited to the chase strategy? The level strategy?