

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**PGDM/PGDM (General) -2021-23**  
**END TERM EXAMINATION (TERM -IV)**

Subject Name: **Supply Chain Management**

Time: **02.30 hrs**

Sub. Code: **PG41**

Max Marks: **40**

**Note:**

**All questions are compulsory. Section A carries 5 marks:5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.**

**SECTION - A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks**

**Q. 1 (A):** What is upstream and downstream supply chain?

**Q. 1 (B):** What is the difference between ERP and MRPII?

**Q. 1 (C):** What is the smart warehousing?

**Q. 1 (D):** What AI can improve the supply chain and logistics?

**Q. 1 (E):** What is agile supply chain?

**SECTION - B**

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

**7 x 3 = 21 Marks**

**Q. 2: A.** Discuss different types of distribution network available and which is most suitable for FMCG items.

**Or**

**Q. 2: B.** Discuss the advantages and disadvantages of four any two-distribution network design.  
(CO4)

**Q. 3: A.** What are the five dimensions of SCM? Indian companies complain that high logistics costs make their products less competitive in international markets. Identify products that are likely to be significantly affected by the poor logistics infrastructure in India.

**Or**

**Q. 3: B.** Discuss the underlying theoretical logic for make or buy decision.  
(CO1)

**Q. 4: A.** Discuss challenges in global outsourcing. Do you think that the global retailers faced multiple challenges during Covid19 pandemic? Discuss with illustration.

**Or**

**Q. 4: B.** Discuss the underlying factors influencing network designing.

(CO3)

**SECTION - C**

Read the case and answer the questions

**7×02 = 14 Marks**

**Q. 5:** Case Study:

The *Nestlé Cocoa Plan* aims to help farmers address the challenges they face through three pillars – better farming, better lives and better cocoa. Activities such as training in better agricultural practices, distributing higher-yielding plants, promoting gender equality and tackling child labor help farmers to improve the quality of their products as well as their income and livelihoods.

In Ecuador, the *Nestlé Cocoa Plan* is helping farmers transform their business models and become agripreneurs. Their training program, launched in 2017, comprises 15 four-hour sessions over six months. The sessions provide theoretical and practical skills in areas such as irrigation, fertilization, pruning and grafting, all of which help farmers improve their productivity and quality. Of more than 370 farmers trained so far, around 30% are under the age of 30, and 20% are women. A survey conducted on a sample of around 100 attendees of the 2017 and 2018 program showed that 40% had provided services and said their income had increased since the program.

One such young agripreneur is Wilson Matamoros, 24, who works on his family’s farm in Mocache, Los Ríos province. Having learned pruning techniques through Nestle program, he has increased the cocoa yield on the family farm and offers cocoa pruning services to other local farms, earning additional income. He now aims to become the leader of a group of cocoa pruners in the region.

Question

1. **Q. 5: (A).** Critically analysis the case and put forward the suggestion to improve supply chain relationship that Nestle has tied up with the farmers in Ecuador?
2. **Q. 5: (B).** Assume yourself as an operation manager and discuss the plan Nestle should have for long term strategy.

(CO4)

**Mapping of Questions with Course Learning Outcome**

<b>Question Number</b>	<b>COs</b>	<b>Bloom’s Taxonomy Level</b>	<b>Marks Allocated</b>
Q. 1:	CO1	L2	5 marks
Q. 2:	CO2	L3	7 marks
Q. 3:	CO3	L4	7 marks
Q. 4:	CO4	L5	7 marks
Q. 5:	CO4	L6	14 marks