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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, MCA INSTITUTE,
GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: I - THEORY EXAMINATION (20 -20)

Subject: Global Supply Chain Planning & Demand Forecasting

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. What is a risk associated with outsourced manufacturing? (CO1, K1) 1
- (a) Improved quality control
 - (b) Decreased dependency on third parties
 - (c) Intellectual property concerns
 - (d) Enhanced cost savings
- 1-b. Which company is an example of global purchasing in the automotive industry? (CO2, K1) 1
- (a) Infosys
 - (b) Tata Motors
 - (c) KFC
 - (d) NIIT
- 1-c. Which example illustrates the complexity of global supply chain compliance? (CO3, K1) 1
- (a) Managing local deliveries within a city
 - (b) Compliance with different trade regulations when importing goods into India
 - (c) Managing the flow of financial transactions
 - (d) Compliance with local traffic laws
- 1-d. What is one opportunity presented by globalization for businesses? (CO4, K1) 1

(a)	Restricted access to new markets.	
(b)	Decreased competition.	
(c)	Access to new markets, resources, and innovations.	
(d)	Limited access to international resources.	
1-e.	Which strategy involves making products before knowing the exact demand? (CO5, K1)	1
(a)	Pull strategy	
(b)	Push strategy	
(c)	Just-in-time strategy	
(d)	Demand-driven strategy	
2.	Attempt all parts:-	
2.a.	Discuss the role of digital platforms in enhancing international trade. How have they changed traditional business models? (CO1, K2)	2
2.b.	What considerations should a company make when deciding whether to use a push strategy for mass-produced items? (CO2, K2)	2
2.c.	How does the SCOR model function as a guidebook for companies to enhance their supply chains? (CO3, K3)	2
2.d.	Why is it important to balance cost, quality, reliability, and flexibility when making sourcing decisions? How can this balance be achieved in practice? (CO4, K2)	2
2.e.	Describe the process and importance of capacity planning in the context of supply planning. (CO5, K2)	2
SECTION-B		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Discuss how cultural differences can pose challenges in global sourcing. Provide an example of how these challenges might affect a company's supply chain.(CO1, K3)	5
3-b.	What are the primary benefits of adopting a centralized supply chain approach? (CO2, K2)	5
3.c.	Discuss the role of performance metrics in identifying areas for improvement within a supply chain. (CO3, K2)	5
3.d.	What might be the consequences of not properly assessing capacity requirements? (CO4, K2)	5
3.e.	What methods can be employed during the data analysis phase to identify patterns and trends in historical sales data? (CO5, K2)	5
SECTION-C		30
4.	Answer any <u>one</u> of the following:-	
4-a.	What role does competitive advantage play in a global strategy, and how can a company leverage its unique strengths? (CO1, K4)	6

- 4-b. What elements define a global strategy for a business? (CO1, K2) 6
5. Answer any one of the following:-
- 5-a. How does the concept of strategic fit apply to aligning supply chain strategies with business strategies? (CO2, K2) 6
- 5-b. Explain how US Steel might align its supply chain strategy for different types of products it manufactures. (CO2, K3) 6
6. Answer any one of the following:-
- 6-a. Using the example of a textile company deciding whether to produce fabric in-house or buy from a supplier, what additional considerations might come into play if the company were facing a sudden increase in demand? (CO3, K4) 6
- 6-b. What factors should a company consider when deciding whether to manufacture a product in-house or purchase it from an external supplier? (CO3, K2) 6
7. Answer any one of the following:-
- 7-a. Explain the significance of market analysis in demand forecasting and how it complements historical data. (CO4, K3) 6
- 7-b. Why are accurate forecasts essential for efficient supply chain management? (CO4, K2) 6
8. Answer any one of the following:-
- 8-a. Discuss the role of market trend analysis in formulating effective demand strategies. How does understanding customer behavior impact strategy development? (CO5, K3) 6
- 8-b. How does optimizing supply chain efficiency benefit overall demand management? (CO5, K3) 6