

Unique Paper Code: 61017920

Name of the Course: BMS

Title of the Paper: International Supply Chain Management

Semester: VI

Duration: 3 hours

Max. Marks: 75

**Attempt any 4 questions. All questions carry equal marks.**

1. The goal, when designing a supply chain network, is to maximise the firm's profits while satisfying customer needs in terms of demand and responsiveness. To design an effective network, what factors have to be considered? How does the lack of coordination between strategic partners in a supply chain affect the performance of supply chain? How can better coordination be attained?
2. Briefly explain the role and tools of IT in global outsourcing. What are the primary objectives for developing and implementing performance measurement systems? Briefly explain different approaches for developing a monitoring and control system.
3. Discuss the factors affecting transportation decisions from both carriers and shippers perspective. Why has containerization become a popular packaging method in international transportation? Is it a good packaging method for domestic transportation as well? Why/Why not?
4. Discuss the framework within which fourth party logistics providers work? A fast food chain restaurant in considering opening a new outlet and wants to decide on a good location. What global factors would attract the customers to a particular location? What factors would repel them? Also discuss socio economic factors related to it.
5. What is the role played by logistics in ensuring customer satisfaction? Explain in detail. What are some ways that a firm such as Wal-Mart benefits from good sourcing decisions? What factors led Wal-Mart to own its trucks although many retailers outsource all their transportation?
6. "Third parties can increase the supply chain surplus effectively if they are able to aggregate supply chain assets or flows to a higher level than a firm itself can." In light of this statement, discuss the role of 3PLs in supply chain. What are the sources of uncertainty in supply chain? What are the advantages and disadvantages of keeping high and low inventory levels? Explain in detail.