

<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2023**

<b>Course: operations and supply chain management</b> <b>Program: MBA-S&amp;C- KPMG</b> <b>Course Code: LSCM7020</b> <b>Instructions: All questions are compulsory. .</b>	<b>Semester: 2<sup>nd</sup></b> <b>Time : 03 hrs.</b> <b>Max. Marks: 100</b>
--	--

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
1	1). What is the primary goal of operations management? a) To reduce costs b) To increase efficiency c) To improve quality d) All of the above e) Answer: D) All of the above	<b>2</b>	<b>CO1</b>
	2). Which of the following is NOT a type of inventory? a) Raw materials b) Work in progress c) Finished goods d) Customer data e) Answer: D) Customer data	<b>2</b>	<b>CO1</b>
	3). What is the purpose of a just-in-time (JIT) system? a) To minimize inventory costs b) To maximize inventory levels c) To speed up production times d) To increase production waste e) Answer: A) To minimize inventory costs	<b>2</b>	<b>CO1</b>
	4). Which of the following is a common objective of supply chain strategy planning? a) Maximizing stock outs b) Reducing lead times c) Increasing variability d) Minimizing supplier relationships	<b>2</b>	<b>CO1</b>
	5). Which of the following is not a common type of supply chain operation? a) Procurement b) Manufacturing c) Logistics d) Marketing	<b>2</b>	<b>CO1</b>
	6). Which of the following is a common challenge in supply chain management operations? a) Increasing supply chain visibility b) Reducing demand variability c) Streamlining logistics processes	<b>2</b>	<b>CO1</b>

	d) All of the above		
	7). What is the goal of supply chain optimization? a) To minimize costs while maintaining quality b) To maximize costs while increasing efficiency c) To maximize quality while reducing costs d) To minimize efficiency while increasing costs e) Answer: A) To minimize costs while maintaining quality	2	CO1
	8). Which of the following is NOT a component of total quality management (TQM)? a) Continuous improvement b) Employee empowerment c) Customer satisfaction d) Stockholder satisfaction Answer: d) Stockholder satisfaction	2	CO1
	9). The process of analyzing customer demand and developing a plan to meet that demand is known as: a) Capacity planning b) Sales forecasting c) Production scheduling d) Demand planning Answer: d) Demand planning	2	CO1
	10). Which of the following is NOT one of the three main flows in a supply chain? Material flow a) Information flow b) Financial flow c) Customer flow d) Material flow	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 2	What is operations management?	5	CO2
Q 3	What are the four main drivers of supply chain performance?	5	CO2
Q 4	What is just-in-time (JIT) inventory management?	5	CO2
Q 5	What is your understanding with bullwhip effect ?	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q 6	Define the role of Distributer in supply chain also what are the factors influencing distribution network design ?	10	CO3
Q 7	How is the gravity model used in optimization, and what are some common applications of this model in optimization problems?	10	CO3
Q 8	Explain role of inventory in the supply chain also discuss component of inventory decisions?	10	CO3
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q 9	Nike is a multinational corporation that designs, develops, and sells footwear, apparel, and accessories. The company has a complex global supply chain, with multiple	15	CO4

	<p>suppliers, manufacturing plants, and distribution centers. The company's supply chain management (SCM) team is responsible for ensuring that products are delivered to customers on time and at a reasonable cost. Nike has been facing several challenges in its SCM operations.</p> <p><b>Problem 1: Labor and Human Rights Violations in the Supply Chain</b></p> <p>One of the main challenges faced by Nike is labor and human rights violations in its supply chain. The company has been accused of using sweatshops in developing countries, where workers are paid low wages and work in poor conditions. This has led to a decline in the company's reputation and a loss of customer trust.</p> <p><b>Problem 2: Supply Chain Transparency</b></p> <p>Another challenge faced by Nike is supply chain transparency. The company has been criticized for not being transparent about its suppliers and manufacturing practices. This has led to concerns about the company's ethical and environmental practices and has also affected the company's reputation.</p> <p><b>Problem 3: Distribution Network Optimization</b></p> <p>Finally, Nike has been struggling with optimizing its distribution network. The company has been facing difficulties in managing its inventory levels effectively, leading to excess inventory in some locations and shortages in others. Additionally, the company has been facing challenges in ensuring that products are delivered to customers on time and at a reasonable cost.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>1. What are the main challenges faced by Nike in its SCM operations?</li> <li>2. How have these challenges affected the company's operations?</li> </ol>		
Q 10	<p>On the above said case study answer the following questions</p> <ol style="list-style-type: none"> <li>1. What steps has Nike taken to address the issue of labor and human rights violations in its supply chain?</li> <li>2. How can Nike improve supply chain transparency?</li> <li>3. What strategies can Nike use to optimize its distribution network and improve inventory management?</li> </ol>	15	CO4