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School of Business

Master of Business Administration MBA Dual Specialization
Semester End Examination - May 2024

Duration : 180 Minutes
Max Marks : 100

Sem IV - MSB22T2005 - Global Supply Chain Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) You want to buy an electronic device manufactured in other country. Identify the challenges that might have come up along the way, such as how to transport it safely over long distances or how to make sure it arrived on time in India? K3 (6)
- 2) A multinational consumer goods company is conducting an assessment of the global factor for market expansion strategy. Examine the key global factors that the multinational corporation should consider for market entry. Provide examples of how economic indicators, political stability, legal frameworks, and social-cultural factors can influence the company's decision-making process. K4 (8)
- 3) Spainix, Madrid based company managing global supply chain for its global operations. With growing concerns about environmental sustainability, the company is under pressure to address the carbon footprint associated with its air freight operations. Analyse the implications of sustainability concerns on the company's air freight operations. K4 (8)
- 4) Discuss how big data technology can contribute to decision-making and operational improvements in shipping companies. K4 (4)
- 5) An IT startup with innovative software products considering entering international markets through strategic alliances with established companies. Identify some potential benefits and challenges of forming strategic alliances and provide an example of successful strategic alliances that have helped them expand internationally. K3 (9)

- 6) Relax Footwear is a manufacturer and distributor variety of footwears in India. Recently business has increased manifold and domestic production capacity has reached to its limit. The company has decided to outsource global manufacturer to met additional demand and hire global logistics agency for bringing the manufactured item. The rating of selection criteria and global logistics firms is given in Table below. Analyse the data using a suitable technique, to select the best global logistics firm.

Criteria	Description	Rating (1-10)
C1	Cost of Service	7
C2	On-time delivery	6
C3	Financial stability	5
C4	Physical resources and infrastructure	7
C5	Technology and system integration	8
C6	Geographical coverage	5

Global Logistics Provider (GLP)	C1	C2	C3	C4	C5	C6
GLP1	7	8	6	7	5	6
GLP2	7	6	5	6	7	6
GLP3	5	5	4	5	6	7
GLP4	6	6	6	4	5	5

- 7) An international conglomerate seeks to optimize its global supply chain network. With diverse operations across continents, the company must balance factors like transportation costs, lead times, and supplier reliability. In a bid to enhance efficiency, it considers consolidating manufacturing in strategic locations, utilizing regional distribution centers, and implementing advanced logistics technologies. However, cultural differences, regulatory complexities, and geopolitical risks pose challenges. Through rigorous analysis and collaboration with supply chain partners, the company develops a robust network design tailored to its unique requirements, enhancing responsiveness and resilience in the face of global market dynamics. The company has decided selection criteria. Criteria rating is given in Table. Assess and prioritise the criteria for global supply chain network design using a suitable method. K5 (10)

Global Supply Chain Network Selection Criteria		Rating (1-100 scale)
GC1	Transportation cost	85
GC2	Lead time	75
GC3	Supplier reliability	65
GC4	Strategic location	70
GC5	Distribution network	80
GC6	Logistic technology	60
CG7	Cultural differences	55
CG8	Regulatory complexities	45
CG9	Geopolitical risk	50

- 8) Gofashion, imports clothing from manufacturers in Asia and exports to distribution centers in Europe. Outline the steps involved in utilizing intermodal transportation for this scenario, including the combination of ocean freight and rail or truck transportation. Evaluate the intermodal transportation in terms of reduced transit times, cost savings, increased security, environmental sustainability, and the potential challenges associated such as coordination issues, equipment compatibility, and regulatory compliance. Finally, propose strategies for overcoming these challenges and effectively implementing intermodal transportation to optimize your company's global supply chain K5 (15)

- 9) ABC Corporation, a leading manufacturer of electronics products, operations spanning multiple continents. The company sources raw materials from suppliers worldwide and distributes finished goods to customers in diverse markets. To manage its global logistics operations effectively, the Corporation must carefully evaluate and select the most suitable modes of transportation based on factors such as shipment volume, distance, transit time, cost, and product characteristics.

ABC Corporation is preparing to ship a large consignment of electronic components from its manufacturing facility in Asia to distribution centers in Europe, North America, and South America. The company must decide the optimal transportation modes for these shipments to meet customer demand while minimizing logistics costs and transit times. You are hired as logistics management expert to advise the company about suitable transportation mode.

(i) Analyse modes of transportation considering various factors such as volume, value, time sensitivity, lead time, damage and safety of cargo in global logistic operations (12 mark)

(ii) Recommend suitable mode or combination of modes of transportation mode (6 mark).

- 10) A multinational electronics goods company want to export high-value electronic devices, such as laptops and tablets, to multiple international markets. The company operates in a highly competitive industry, and timely and accurate documentation is crucial to ensure the smooth flow of goods and maintain customer satisfaction. Outline the comprehensive export logistics documentation process for the shipment of high-value electronic devices to international markets, considering the stringent regulatory requirements and complexities of global trade in the electronics industry.