

Question 1

You are the supply chain manager at a technology manufacturing company that produces high-end laptops and tablets. The company has a global presence with manufacturing plants in Asia, distribution centers in North America and Europe, and a vast network of suppliers worldwide. You have joined the company last month and faced the below challenges to deal with –

Problem 1 - There is a sudden disruption in the supply chain due to geopolitical tensions affecting the supply of a critical component used in laptop manufacturing. The current supplier is unable to meet demand, leading to potential production delays.

Problem 2 - One of the distribution centers in North America is experiencing a surge in orders due to a promotional campaign. The increased demand is putting strain on the distribution center's capacity, and orders are at risk of being delayed.

Problem 3 - The company has identified a growing demand for environmentally sustainable products, and there is a strategic initiative to revamp the supply chain for greater sustainability. This involves sourcing eco-friendly materials, optimizing transportation for reduced carbon footprint, and implementing green manufacturing practices.

As a supply chain Manager identify what type/level of decision you need to make for each of the problems referring to decision phases in Supply chain. Explain your point of view. (10)

Question 2

Manufacturing and Service are quite different from each other. Referring to the below characteristics of our operations please explain the difference in Manufacturing based operation and Service based operations (10)

- a. Uniformity of output
- b. Opportunity to correct quality problems
- c. Uniformity of input
- d. Measurement of productivity
- e. Customer contact