

NMIMS Global Access
School for Continuing Education (NGA-SCE)
Course: Operations and Supply Chain Strategies
Internal Assignment Applicable for June 2023 Examination

Assignment Marks: 30

Instructions:

- All Questions carry equal marks.
- All Questions are compulsory
- All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.
- All answers to be written individually. Discussion and group work is not advisable.
- Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.
- Students should write the assignment in their own words. Copying of assignments from other students is not allowed.
- Students should follow the following parameter for answering the assignment questions.

| For Theoretical Answer | |
|--|-----------|
| Assessment Parameter | Weightage |
| Introduction | 20% |
| Concepts and Application related to the question | 60% |
| Conclusion | 20% |

| For Numerical Answer | |
|--|-----------|
| Assessment Parameter | Weightage |
| Understanding and usage of the formula | 20% |
| Procedure / Steps | 60% |
| Correct Answer & Interpretation | 20% |

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1. List down the competencies needed for an efficient global Operations and Supply Chain. Which competency would you highly prioritize if you are a producer of a semiconductor, which has a global demand in today's scenario. Justify. **(10 Marks)**

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2. Online fashion retailer Zalando to lay off hundreds of employees. Google fires 450 staff, Twitter shuts 2 offices; Meta confirms 11000 layoffs etc. If you are one of the founders of service industry which steps you will take with respect to industry life cycle. **(10 Marks)**

3. The Landmark Group owned "Home Centre" has grown into one of the largest retail and hospitality conglomerates in India. They have presence in India, North Africa and Dubai operating over 630 stores across 145 cities with over 9.4 million square feet of retail space. The company is planning for an aggressive growth in the next 5 years and as part of this is planning to expand to business to many countries in South America and Far East. The biggest challenge they face is of shipping the heavy furniture and maintaining the huge inventory, which adds on to a lot of costs.
 - a. You are appointed as business consultant in the organization. Suggest some different level of strategies that ultimately helps them. **(5 Marks)**

 - b. Explain different expansion strategies with respect to "Home Centre" **(5 Marks)**
