

NMIMS Global Access

School for Continuing Education (NGA-SCE)

Course: Supply Chain Management

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. “Elixir Pharma” took to home delivery of medicines as a response to Covid situation. But the model remained as a feature after Covid situation changed. With business growth new challenges showed up like delay in delivery, wrong items getting delivered, returns and re-deliveries, out of stock of some items, while some other items are over stocked, moving goods between pharmacies to get inventory in

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balance. Transportation and warehousing costs are on the rise which leads to thinning of margins. How can they leverage various supply chain drivers to meet their objective of “better service at optimum cost”? **(10 Marks)**

2. “Fresh” is a fresh fruit shopping chain. Their specialty is organically grown and seasonal fruits. They now operate about 10 outlets in Pune. Fruits are obtained from farmers within and near-by states with whom they have sourcing arrangements. Responding to newer business models, they have deployed “Freshonline.com” with regular sets of clients that promises home delivery within 2 hours within city limits. Customer base is expanding at their outlets and with online model. Business increase is also bringing with it mixed bag of challenges due to issues with increasing costs, freshness related problems, quality issues, delays in delivery, non-availability of right stocks etc. Their aim is to reach lean and agile value chain over next 2 years. Prepare a road map to enable them transition levels of supply chain improvement to be lean and agile value chain? **(10 Marks)**
3. “Second Childhood” is a senior citizen township which provides all types of amenities from housing, boarding, medical facilities, fitness needs, diet needs, entertainment etc. It houses about 1000 families in a vast campus of about 100 acres. They need to forecast various needs from catering needs, medicines, facility capacity, human resources need etc.
 - a. Describe steps in demand forecasting in this case situation? **(5Marks)**
 - b. Describe methods of demand forecasting? **(5Marks)**
