



IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023  
(CBCS) (2022 – 23 and Onwards)  
MANAGEMENT

Paper : 4.10.1 : Supply Chain Planning and Strategies

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any 5** of the following questions. **Each** question carries **5** marks.

(5×5=25)

1. Explain what is an Agile Supply Chain ?
2. What are the performance indicators of Supply Chain Management ?
3. Why resource planning is important for Supply Chain Management ?
4. Explain Fishbone Analysis with a diagram.
5. What are the characteristics of a sustainable Supply Chain ?
6. What is Reverse Logistics ?
7. List the names of five Supply Chain Metrics.

SECTION – B

Answer **any 3** of the following questions. **Each** question carries **10** marks. (3×10=30)

8. Why do you think a Green Supply Chain is important for business sustainability ?
9. Explain the major strategies implemented by a Lean Supply Chain with suitable examples.
10. What are the differences between Material Requirement Planning and Enterprise Resource Planning in a Supply Chain ?
11. Write Short Notes on
  - a) Total Quality Management
  - b) Six Sigma in Supply Chain Management.



SECTION – C  
Case Study (Compulsory)

(1×15=15)

12. Deepinder Goyal, the company's founder of Zomato, claims that stopping the automatic delivery of single-use plastic spoons and other items can help the business avoid producing up to 5,000 kilos of plastic garbage each day. Zomato has made the decision to alter the cutlery default mode, requiring users to expressly "opt-in" for a request for cutlery, tissues and straws, if necessary. The action is being taken to reduce the use of plastic. Customers may never be forced to include utensils with their orders. However, a small number of buyers reportedly chose that choice. After conducting a poll, the business discovered that a staggering 90% + of the respondents claimed they didn't require plastic cutlery with their orders.

We discovered that the reason wasn't that they always wanted the cutlery, but rather that they weren't actively choosing. Customers hardly ever alter defaults throughout product flows, according to Zomato, who also added that the change will enable their restaurant partners to save Rs. 2 – 5 (or 0.5 – 1% of order value) on each and every order coming forward. Deepinder Goyal, the company's founder, claims that stopping the automatic delivery of single-use plastic spoons and other items can help the business avoid producing up to 5,000 kilos of plastic garbage each day.

While the firm acknowledged that it did not initially anticipate complete compliance from the restaurant end, it expressed optimism that the transition will take place over the next months. "We'll rely on our customers to drive compliance in this situation". Please provide feedback using the post-delivery prompt if a restaurant delivers you cutlery when they weren't supposed to or fails to do so after you requested it, it continued.

**Questions :**

- a) What other sustainable practices do you think Online Food Aggregators should follow apart from "no cutlery" options ?
  - b) How can reverse logistics of plastics help in building a sustainable future?
  - c) As a customer of an Online Food Aggregator, what are our responsibilities to build a sustainable environment ?
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