



Term Evaluation (Odd) Semester Examination September 2025

Roll no.....

Name of the Course: **MBA**

Semester: **3rd**

Name of the Paper: **STRATEGIC SUPPLY CHAIN MANAGEMENT**

Paper Code: **MBA 303(SC3)**

Time: **1.5 hour**

Maximum Marks: 50

Note:

- (i) This question paper contains two Sections - A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 5 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 20 Marks.

Section A

Q1.

(2X5 = 10 Marks)

- a. Explain how aligning supply chain strategies with business strategies contributes to sustainable competitive advantage. Give an example. CO1
- b. Trace the evolution of supply chain management concepts from logistics to integrated SCM and analyze its strategic implications. CO1
- c. Analyze the challenges faced in balancing cost and service levels in supply chain design, especially in e-commerce businesses. CO2

Q2.

(2X5 = 10 Marks)

- a. What factors should a firm consider when making facility location decisions in a global supply chain?
- b. Identify and categorize different types of supply chain risks. Which category do you think poses the greatest threat today, and why? CO2
- c. Discuss how lean and agile supply chain models differ in terms of design and applicability. Provide industry-specific examples. CO4

Q3.

(2X5 = 10 Marks)

- a. A company is debating between insourcing and outsourcing its logistics operations. What strategic factors should guide this decision? CO2, CO3
- b. What are the key vendor selection criteria, and how do they vary across industries? CO3
- c. Explain the role of performance measurement and analytics in continuous improvement of supply chains. Suggest key metrics to be used. CO5

Section B

Q5. Case Study

(20 Marks) CO4, CO5

Zenith Electronics Ltd., a mid-sized consumer electronics manufacturer based in India, has built its competitive edge on fast product launches and affordable pricing. Traditionally, the company managed its supply chain through regional distributors and a limited supplier base in Asia.

Recently, Zenith has faced serious challenges:

- **Global chip shortages** delayed its smartphone production.
- **Rising logistics costs** due to fuel price volatility increased overall expenses.
- Competitors adopted **AI-driven demand forecasting** and **blockchain-based procurement systems**, improving their supply chain transparency and responsiveness.
- Growing customer awareness around **sustainability** pressured Zenith to adopt greener practices.

The management is now considering restructuring its supply chain by:

- **Diversifying its supplier base** to include local and global suppliers.



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- Investing in **digital transformation** technologies (AI for forecasting, blockchain for supplier transparency).
- Exploring **green logistics** and circular economy practices, such as recycling returned products for spare parts.

Questions

1. What strategic supply chain design changes should Zenith prioritize to balance cost efficiency, responsiveness, and sustainability?
2. How can digital transformation (AI and blockchain) enhance Zenith's resilience and competitive advantage in its global supply chain?