(a) What advantages does selling books via internet provide over a traditional book store? Are there any disadvantages to selling via internet?

(b) Should Amazon stcok every book it sells?

(c) For what products does the e-commerce channel offer the greatest advantages? 4+4+6=14

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PG (Even) Semester Examination, 2023

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: OM-3403

(Logistics and Supply Chain Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. (a) Consider the supply chain involved when a customer purchase a book at a book store. Identify the cycles in this supply chain and the location of push-pull boundary.

   (b) Why should a firm like Dell take into account the total supply chain profitability when making decisions? 7+7=14

Or

2. Consider the supply chain involved when a customer orders a book from Amazon. Identify the Push/Pull boundary and two processes each in push and pull push. How do you justify cycle view of supply chain? 14

3. How do you visualise and support the statement Wal-Mart has achieved very good strategic fit between its competitive and supply chain strategies. 14

Or

4. Where would you place the Demand faced by Amazon on the implied demand uncertainity spectrum? Why? 14

5. How can the full set of logistical and cross-functional drivers be used to create strategic fit for a PC manufacturer targeting both time-sensitive and price-conscious customers? 14

Or

6. (a) How could a grocery retailer use inventory to increase responsiveness of the company's supply chain?

   (b) How could an auto manufacturer use transportation to increase the efficiency of its supply chain? 7+7=14

7. Case Study : Toyota- A Global Auto manufacturer

Toyota Motor Corporation is Japan's top auto manufacturer and has experienced significant growth in global sales over last few decades. A key issue facing Toyota is the design of its global production and distribution networks. Part of Toyota's global strategy is to open factories in every market it serves. Toyota must decide what the production capability of each of the factories will be, as this has a significant impact on the desired distribution system. At one extreme, each plant can be equipped only for local production. At the other extreme, each plant is capable of supplying every market. Prior to 1996, Toyota used specialised local factories for each market. After the Asian financial crisis in 1996/1997, Toyota redesigned its plants so that it can also export the makerts that remain strong when the locak market weakerns. Toyota calls this strategy "Global Complementation". Whether to be global or local is also an issue for Toyota's parts plants should they be designed for local consumption or should there be few parts plants globally that supply multiple assembly plants? For any global manufacturers like Toyota, one must address the following questions regarding the configuration and capability of the supply chain:

(a) Should plants be able to produce for all markets or only specific contingency market?

(b) What kind of flexibility should be built into the distribution system?

(c) What is the role of buyer vendor relationship?

(d) What are the global logistic risks?

How do you address those questions— 4+4+4+2=14

8. Case Study : Amazon.com— An E-Business

Amazon.com sells books, music, and other items over the internet and is one of the best player in the e-business domain. The business model of Amazon is differ from that of Big Basket. In recent times Amazon has continued to expand the sel of products that it sells online. Besides books and music, Amazon had added many product categories. Such as toys, apparel, electronics etc. Several other companies tried to follow the Amazon's model for their business. The success stories of Amazon are discussed in every B Schools. How do you respond to the following questions—