**Advanced Supply Chain Management**

**September 2021 Examination**

**1. The Supply Chain manager of Maxx Industry is working on distribution network design. Maxx is a leading automobile manufacturing company in India. Explain the process of Distribution Network Design he should follow and the influencing factors he needs to consider. Give examples wherever possible. (10 Marks)**

**Ans 1.**

**Introduction:**

Distribution networks serve as the conduits that connect organizations with their customers and vice versa. How they construct these networks has a significant impact on both cost and customer service, and as a result, this is not surprising. Firms typically use mathematical optimization models to achieve the optimal network design. Still, this method is not a significant issue because it does not consider changing market conditions over the years it takes to complete a design project. The cost of doing business in emerging markets, where markets are notoriously

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**2 . Your organization wants to implement Collaborative Planning, Forecasting and Replenishment (CPFR). Suggest the phases that are to be followed while implementing CPFR. Give some industry examples where it was successfully adopted. (10 Marks)**

**Ans 2.**

**Introduction:**

Collaborative planning, forecasting, and replenishment (CPFR) system integrate several trade partners' information to design and meet the demands of consumers. This is a business-oriented approach. It establishes a link between good sales and marketing practices and the development and implementation of supply chain management systems. To transfer inventory more efficiently and in the appropriate amounts to the correct inventory points, CPFR is designed to coordinate

**3. Given below are the costs and quarterly sales forecasts of a product.**

**Quarter I II III IV**

**Sales forecast units 75,000 100,000 75,000 125,000**

**Hiring cost Rs100 per worker**

**Firing cost Rs500 per worker**

**Inventory carrying cost Rs.0.50/unit per Quarter**

**Production rate per employee 1250 unit per Quarter**

**Beginning Workforce 35 workers**

**Labour Rate Rs. 7500/qtr**

**a. If a chase demand strategy is used, what will be the number of workers hired at the start of Quarter II? (5 Marks)**

**Ans 3a.**

**Introduction:**

It is the idea that you are pursuing market-based demand that is the basis of the chase strategy. Production is tailored to meet demand, and there are no unsold goods on hand. This sleek manufacturing approach saves money before the need for the product is met - before the order. Inventory costs a

**b. Discuss the various aggregate strategy you may consider during production smoothening. (5 Marks)**

**Ans 3b.**

**Introduction:**

When an organization's operations are developed, analyzed, and maintained on a tentative timetable, it is in comprehensive planning mode. The global plan will typically include targeted sales projections, manufacturing, inventory, and customer backlogs. The goal of this program is to meet the projected demand