**Operations and Supply Chain Strategies**

**June 2022 Examination**

**Q1. There is a multinational company XYZ that operates in the retail business. The company also launched a couple of new products with their label. Customer demand is increasing because the company has a good product mix. Whereas the level of actual performance is not that much increased. As you are appointed as supply chain manager, suggest some strategies to the organization that ultimately increase performance. (10 Marks)**

**Ans 1.**

**Introduction:**

They want to ensure that merchandise comes at the right time so that it doesn’t affect another complex process. A supply chain supervisor maintains track of a company's stock from buying raw fabric to production. He analyzes operational performances and additionally resolves the issue.

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**Q2. Consider last month you started a new business of Electronics items. You are also thinking to start different branches of your business in your city as well as outside. To increase the revenue, you may explore the international market. In the dynamic market, you would face tough competition from different online as well as offline players during the journey. Analyze and suggest a different level of strategies that you will implement in the firm that can improve overall business profit. (10 Marks)**

**Ans 2.**

**Introduction:**

In an agency, a manager appears for ways to boom the business's profitability. Profit is the most crucial element in measuring the fulfillment of a business. Learning about numerous techniques to boom profitability can help us grow our business. With the help of the correct method, we can growth sales and decrease fees. Profitability is the capability to grow sales than prices in a business. Without an increase in earnings, a company can’t develop and can’t compete with other

**Q3. A toy company is working in the India market from the last couple of years. The company has many branches within the city and outside as well. The company thinking to start its own manufacturing unit and the government is also motivating manufacturers to start manufacturing within the Indian market.**

**a. Explain various competitive dimensions in detail that company needs to rework to get better market share and achieve business excellence in the supply chain. (5 Marks)**

**Ans 3a.**

**Introduction:**

The proportion or part of a market earned through an organization or a company is called market proportion. And supply chain excellency provides ways to go ahead in the competition in a market. To reap business excellence within the delivery chain and get a higher market share, a company should observe various aggressive dimensions. Let us understand those competitive

**b. Management is confused about the selection of the production process. Kindly suggest the best method in the production process that improves efficiency. (5 Marks)**

**Ans 3b.**

**Introduction:**

Every organization creates items and products to promote to the clients. For this, the company uses a specific production process. This manufacturing system involves numerous steps, from the entry-level product manufacturing to the output degree of the final product to sell to a customer. The proper manufacturing method is essential for the successful production of a product. The