**Advanced Supply Chain Management**

**September 2022 Examination**

#

**Q1. In the present dynamic business scenario, Maxx Private Ltd, manufacturer of consumer products, wants to have a competitive edge over its competitors. To achieve this, what would be your suggestions for Maxx in adopting different processes and technologies for aligning the capabilities of their supply chains with their business strategies? (10 Marks)**

# Ans 1.

## Introduction

Maxx Private Ltd, the manufacturer of consumer products, wants to have an aggressive facet over its competition to differentiate its product from marketplace competitors through improved performance and productiveness. The competitive area directs the company to acquire its aggressive advantage by cheaply using production goods and services and supplying these products to customers at a sustainable and truthful charge to their rivalries. Advance supply chain management monitors the transport of goods and services and data from the suppliers and

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# Q2. Supply chain performance management is a unified approach to improve the effectiveness and efficiency of all supply chain process. Discuss how organizations can improve their business performance by implementing optimization, integration and restructuring of supply chain. (10 Marks)

**Ans 2.**

## Introduction

Enhancing supply chain control provides customers with quick services, satisfies their demand at truthful fees, and makes the business profitable and sustainable. The supply chain control performance reports the agency to boost its effectiveness and productiveness and the strategies and technologies that convey aggressive gain to the worldwide marketplace. The deliver chain management optimization gives the best uses of technology like AI, blockchain, and IoT, growing performance and patron studies by satisfying their demand with the brief shipment.

**Q 3(A). Maxx Private limited wants to launch a new product for which it has no historical data. Maxx wants to conduct a systematic forecasting which will enable it to evaluate the trend for the demand for its products. Discuss the following:**

**a. The appropriate forecasting techniques that Maxx could select (5 Marks)**

## Ans 3a.

## Introduction

Maxx private limited wants to release a new product without historical statistics. Forecasting the sales is always a difficult task for the employer as it has no past facts showing the company has to assess the product's performance. Despite those difficulties, proper planning is necessary to

**Q3(B). Role of demand forecasting in supply chain management (5 Marks)**

**Ans 3b.**

**Introduction-**

Demand forecasting is simply mentioning what the customer is stressful, what the consumer expects in the future, and how these expectations will affect the business delivery chain management and the healthy growth and production of the company. Maxx private restricted is