**Operations and Supply Chain Management**

**September 2023 Examination**

**1. Download the last 10 years’ sales data of HUL Company. Using any two techniques of forecasting, project the sales value of 2022. Compare this with actual sales value and comment on which forecasting technique is more reliable. (10 Marks)**

**Ans:**

**Introduction**

In today's competitive business environment, accurate sales forecasting is crucial in strategic decision-making, resource allocation, and overall business planning. Forecasting allows companies to anticipate future sales trends and make informed decisions to optimize their operations. This report will explore forecasting techniques used for sales projection and compare their reliability based on hypothetical data for HUL's sales.

**Concept & Application**

**Forecasting Techniques:**

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**2. Compare the efficiency of various existing Transportation Mode. (10 Marks)**

**Ans:**

**Introduction:**

Efficiency plays a critical role in transportation, influencing costs, time, energy intake, and environmental impact associated with moving people and items from one location to another. When comparing transportation modes, including street, rail, air, and sea, comparing their efficiency is crucial to gain insights into their strengths and weaknesses. This evaluation investigates the efficiency of those present transportation modes by examining their concepts, applications, and expected performance.

**3. (a) Analyse and explain the outsourcing functions carried out by Amul. (5 Marks)**

**Ans:**

**Introduction:**

Amul, which stands for Anand Milk Union Limited, is a cooperative dairy company based in India. It is known for its wide range of dairy products, including milk, butter, cheese, ice cream, and more. Amul has established itself as a leading brand in the Indian dairy industry and has significantly contributed to the country's economy.

**3. (b) What steps are taken by Colgate Company to be a Supply Chain leader in order to streamline their supply chain? (5 Marks)**

**Ans:**

**Introduction:**

Colgate-Palmolive Company, commonly known as Colgate, is a multinational consumer products company specializing in oral care, personal care, and household products. With a robust global presence, Colgate has recognized the importance of an efficient and streamlined supply chain to maintain its competitive area in the market. In this essay, we will explore the steps taken