**Advance Supply Chain Management**

**April 2024 Examination**

**Q1. Information technology (IT) plays an important role in the supply chain as it automates most supply chain processes of an organization. Discuss how you would convince your organization that application of various cutting-edge technologies like GPS, EDI, RFID etc., can help to optimize its supply chain. Give examples. (10 Marks)**

**Ans 1.**

**Introduction**

In today's rapidly evolving market landscape, the integration of Information Technology (IT) into supply chain operations is no longer a luxury but a necessity. The advent of cutting-edge technologies such as GPS (Global Positioning System), EDI (Electronic Data Interchange), and RFID (Radio Frequency Identification) offers unparalleled opportunities for enhancing supply chain efficiency, visibility, and responsiveness. Convincing an organization to adopt these technologies involves demonstrating their tangible benefits, including improved inventory management, streamlined logistics, enhanced data accuracy, and reduced operational costs. By leveraging these technologies, organizations can achieve a competitive edge, ensuring agility and resilience in the face of fluctuating market demands and global

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**Q2. A consumer product manufacturing company is looking for ways to improve its inventory management. Do you think Vendor Managed Inventory (VMI) is a good option to consider by the company? Support your discussion with real-life examples of VMI. (10 marks)**

**Ans 2.**

**Introduction**

Vendor Managed Inventory (VMI) represents a pivotal shift in the traditional inventory management paradigm, where suppliers take the reins in managing their clients' inventory levels. This model fosters a collaborative relationship between suppliers and their customers, aiming to streamline the supply chain, reduce inventory costs, and enhance service levels. By allowing vendors to monitor stock levels and demand signals in real-time, companies can achieve a more efficient replenishment process, minimizing stockouts and excess inventory. The adoption of VMI can lead to substantial benefits, including improved inventory accuracy,

**Q3. Maxx Industry, a FMCG company, reports cost of goods sold for the financial year 2020-2021 as Rs.240 Lakhs. During that period, it carried an average inventory of Rs.60 Lakhs. The inventory carrying rate for Maxx Industry is 12% per unit per annum. As part of its ongoing supply chain process improvement Maxx Industry is able to increase the inventory turnover to 12 turns in the financial year 2021-2022 for the same cost of goods sold (Rs240L).**

**a) How much savings will Maxx Industry would have achieved in financial year 2021- 2022? (5 Marks)**

**Ans 3a.**

**Introduction**

Maxx Industry, an FMCG company, embarked on a supply chain improvement initiative with a focus on increasing its inventory turnover. By maintaining the same cost of goods sold (COGS) at Rs.240 Lakhs during the financial years 2020-2021 and 2021-2022, but increasing inventory turnover from its previous rate to 12 turns annually, the company aimed at achieving significant savings. The inventory carrying rate stood at 12%, providing a clear

**b) Maxx Industry wants to improve the effectiveness of its supply chain using Supply Chain Operations Reference (SCOR). Discuss how SCOR model may provide Maxx a process-based methodology to manage its supply chain. (5 Marks)**

**Ans 3b.**

**Introduction**

Maxx Industry's ambition to elevate its supply chain effectiveness can be strategically supported by implementing the Supply Chain Operations Reference (SCOR) model. This framework offers a comprehensive, process-based approach to diagnosing, understanding, and enhancing supply chain operations. By encapsulating all business activities from supplier to customer, including plan, source, make, deliver, return, and enable, SCOR provides a