Supply Chain and Logistics Management
BE Chemical- MBA 5th sem (Jan 2022)
Mid-term-2

1. Distinguish between responsive and agile supply chain. How can a firm a firm attain responsive supply chain? Explain with example   (3+7)
2. What is level strategy? What types of industries or situations are best suited to the level strategy?   (5)
3. A Bangalore-based retail company owns two outlets—one in an upmarket mall and the other a discount store in Chennai. It has procured 2000 quantities of a new toy at a unit cost of 300 from China for the Christmas season. Retailer plans to sell the toy at Rs 500 at the discount store and at Rs 800 in the upmarket mall during the Christmas season. It knows that at the discount store there is unlimited demand for this new toy but the demand at the upmarket mall is likely to be normally distributed with mean of 600 with a standard deviation of 200. As per company policy, all the leftover toys at the end of Christmas season would be donated to charity. How many toys should the retailer reserve for upmarket mall retail outlet?   (5)

Table 4.3: Service factors and service levels*.

K	Service level (%)	K	Service level (%)	K	Service level (%)	K	Service level (%)
−3.0	0.13	−1.4	8.1	0.1	54	1.6	94.5
−2.9	0.19	−1.3	9.7	0.2	57.9	1.7	95.5
−2.8	0.26	−1.2	11.5	0.3	61.8	1.8	96.4
−2.7	0.35	−1.1	13.6	0.4	65.5	1.9	97.1
−2.6	0.47	−1.0	15.9	0.5	69.2	2.0	97.7
−2.5	0.62	−0.9	18.4	0.6	72.5	2.1	98.2
−2.4	0.8	−0.8	21.2	0.7	75.5	2.2	98.6
−2.2	1.1	−0.7	24.5	0.8	78.8	2.3	98.9
−2.2	1.4	−0.6	27.5	0.9	81.6	2.4	99.2
−2.1	1.8	−0.5	30.8	1.0	84.1	2.5	99.38
−2.0	2.3	−0.4	34.5	1.1	86.4	2.6	99.53
−1.9	2.9	−0.3	38.2	1.2	88.5	2.7	99.65
−1.8	3.6	−0.2	42.1	1.3	90.3	2.8	99.75
−1.7	4.5	−0.1	46	1.4	91.9	2.9	99.81
−1.6	5.5	0.0	0	1.5	93.3	3.0	99.87
−1.5	6.7						