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| **SESSION** | **JUL - AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DSCM301 SUPPLY CHAIN MANAGEMENT** |
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**Assignment Set – 1**

**1. Elaborate on the components of a modern supply chain, detailing the roles and interactions of suppliers, manufacturers, distribution centers, retailers, and consumers. Elaborate with examples**

**Ans 1.**

**1. Components of a Modern Supply Chain**

A modern supply chain is a dynamic network of interdependent entities working collaboratively to ensure the seamless movement of goods, information, and finances from raw material suppliers to end consumers. The primary components include suppliers, manufacturers, distribution centers, retailers, and consumers.

**Suppliers**

Suppliers are the backbone of the supply chain, responsible for providing raw materials, components, or services required for production. They can be categorized as Tier 1 (direct suppliers) or Tier 2 (indirect suppliers). For example, in the automobile industry, Tier 1

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**2. What do you understand by Bullwhip effect. Explain with an example its impact and significance.**

**Ans 2.**

**Understanding the Bullwhip Effect**

The Bullwhip Effect refers to the phenomenon where small fluctuations in consumer demand at the downstream end of a supply chain (e.g., retailers) become progressively amplified as they move upstream toward manufacturers and suppliers. This distortion leads to inefficiencies, including overproduction, excessive inventory, or stockouts, thereby increasing costs and reducing overall supply chain effectiveness. The term "bullwhip" reflects the way a small flick at the handle of a whip creates large swings at the other end.

**Causes of the Bullwhip Effect**

**Demand Forecasting Errors** Retailers base their forecasts on historical sales data and

**3. Strategic alignment is an important goal of and major task. Discuss how aligning the SCM activities will enhance the strategic position and overall success of an organization?**

**Ans 3.**

**Strategic Alignment in Supply Chain Management (SCM)**

Strategic alignment in Supply Chain Management (SCM) involves harmonizing the supply chain activities with an organization’s overarching business objectives to achieve sustainable competitive advantage and long-term success. It ensures that every element of the supply chain contributes directly to the strategic goals of the organization, enhancing efficiency, customer satisfaction, and profitability.

**Importance of Strategic Alignment in SCM**

**Enhancing Competitive Advantage** When SCM activities are strategically aligned,

**Assignment Set – 2**

**4. Discuss Supply Chain Integration in reference to Push, Pull, and Push-Pull System with examples 2+2+2+4**

**Ans 4.**

**Supply Chain Integration: Push, Pull, and Push-Pull Systems**

Supply chain integration involves synchronizing and coordinating activities across the supply chain to improve efficiency, reduce costs, and enhance responsiveness. It often utilizes different strategies based on the nature of demand and supply uncertainty. Push, pull, and push-pull systems are three key integration strategies widely used in supply chain management.

**Push System**

In a push system, production and distribution decisions are based on forecasts and planned

**5. Discussing challenges associated with user resistance and training. Further Analyze strategies for promoting user adoption and proficiency. 5+5**

**Ans 5.**

**Challenges Associated with User Resistance and Training**

User resistance and inadequate training are common challenges when implementing new technologies, processes, or systems in an organization. These obstacles can hinder the success of initiatives aimed at improving efficiency, productivity, and overall organizational performance.

**Challenges of User Resistance**

* **Fear of Change** Employees may fear losing their job relevance or facing uncertainty with new systems. Resistance often stems from a lack of understanding of how changes will benefit them.
* **Comfort with Existing Processes** People tend to prefer familiar processes and resist adopting new ones that require learning and adaptation. This reluctance can slow the

**6. Discuss Definition, Evolution and various E-commerce Models (B2B, B2C, etc.)**

**Ans 6.**

**Definition of E-Commerce**

E-commerce, short for electronic commerce, refers to the buying and selling of goods and services, as well as the transfer of money and data, over the internet. It encompasses a wide range of online business activities, including retail, wholesale, subscription services, and digital products. E-commerce platforms enable businesses to connect with customers globally, breaking geographical barriers and facilitating 24/7 transactions.

**Evolution of E-Commerce**

**Early Beginnings (1970s–1990s)** E-commerce originated in the 1970s with technologies like Electronic Data Interchange (EDI) and Teleshopping. The launch of the internet in the 1990s