

Q1. Google's latest mobile launch is the Pixel 8 Pro. Position it in the implied uncertainty spectrum with proper justification. [5]

Q2. Give your remarks (True/False) of the following statements with justification. [20]

- a) The supply chain involved for producing Ford Model T car (only in black colour) was completely vertically integrated.
- b) There is a right supply chain strategy independent of competitive strategy.
- c) Little's Law is a preferred tool to manage the inventory for non-perishable product.
- d) For MRO products, the presence of distributor adds value to the supply chain.
- e) The reciprocal of the quantification of the bullwhip effect can be used as a performance measure for information driver.

Q3. Shyam Patel, a student of Shankar Bhawan of BITS Pilani, Pilani Campus purchased Google's latest mobile, the Pixel 8 Pro from Flipkart's Big Billion Days Sale 2023. Mention all the flows of the supply chain involved. Draw the cycle view, push-pull view and push-pull boundary of the supply chain involved. [08]

Q4. [10+07]

- a) Draw the Manufacturer or Distributor Storage with Consumer Pickup distribution network to show different flows. Make a comparison of this distribution network with Retail Storage with Consumer pick up along response time and product variety with proper justification.
- b) How will be the variation in logistics costs and response time with number of facilities in distribution network used to design the distribution network?
