



**Institute of Management
JK Lakshmipat University
Jaipur**



OPEN BOOK END TERM EXAMINATION

MBA (FT) Sem-III
MM: 40 Marks

Course: Supply Chain Management
Time: 3 Hours

General Instructions:

1. Answer All Questions.
2. Excellent answers are those, which are thought provoking and logically correct.
3. No Laptop, Mobile phones, pagers, and clock/watch alarms.
4. Your Hand Writing should be legible.
5. You are allowed to open Notes.
6. **Do not exceed the "Sentence Limit (2-3 sentences only)".**

I have read and understood the examination rules, and I take the full responsibility of the consequences of violating these rules.

(Signature) _____

Question 1:

Part -1: Draw the Supply Chain diagram of Jaipur Rugs = 3.0 Points

(Diagram Only)

Part 2: Why Supply Chains need to be Managed? = 2.0 Points

Question 2:

Part -1: What do you understand by worldwide sourcing? = 2.0 Points

Part 2: How Supply Chain Management (SCM) add Value to a company? = 3.0 Points

Question 3:

Part -1: What is the difference between insourcing and outsourcing? = 2.0 Points

**Part 2: What are the triple "A"s of Zappos.com?
= 3.0 Points**

Question 4: (Do Not Exceed Sentence Limit)

= 25.0 Points

The Situation: Jaipur Furniture Limited (JFL), a startup of Jaipur, was inspired by the success of resurgent Rajasthan and decided to start its online and offline business in Design, Manufacture and Deliver of domestic furniture to the new-age beauty and space conscious customers, who often do not get furniture of their choice of from local furniture shops. You have been asked to do the followings:

Part -1: Draw the Value Chain of JFL.

= 5.0 Points

Part 2: What would be the Business Model of JKL?

= 5.0 Points

Part 3: Draw the Supply Chain Diagram of JFL.

= 5.0 Points

Part 4: Identify Critical Success Factors of JFL.

= 5.0 Points

Part 5: How would you ensure the Profitability of JFL?

= 5.0 Points

****Thanks and Good Luck****