



**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Operations and Supply Chain Strategies**

**Internal Assignment Applicable for December 2022 Examination**

Assignment Marks: 30

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**Instructions:**

- All Questions carry equal marks.
- All Questions are compulsory
- All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.
- All answers to be written individually. Discussion and group work is not advisable.
- Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.
- Students should write the assignment in their own words. Copying of assignments from other students is not allowed.
- Students should follow the following parameter for answering the assignment questions.

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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1. There is XYZ Ltd Company operating in retail business and having numerous products. Because of dynamic market condition, company is facing lots of problems such as decrease revenue, increase operations cost, competition etc. Suggest organisation to implement focused operations strategy that improve the efficiency of the firm.

**(10 Marks)**



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2. You have been appointed as supply chain consultant in E-Commerce Company. Company operates in various products line such as books, mobile phones, laptops, apparels etc. To increase customer base top management of the firm is thinking to acquire furniture start-up. Simultaneously company also need to focus on exiting business model. Analyse and suggest a different level of strategies that you will implement in the firm that can improve overall business profit. **(10 Marks)**
  
3. A traditional pharmacy company is planning to start online channel to reach better geographic location. Company spends huge amount of money in technology to improve supply chain. Company also took help from third party logistics to deliver the orders.
  - a. Explain existing situation of company with respected to industry life cycle. **(5 Marks)**
  
  - b. Explain different competitive advantage that ultimately help company to get better position in market. **(5 Marks)**

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