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| **SESSION** | **FEB-MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DSCM 301 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 10**

**Ans 1.**

**Modern Supply Chain**

A modern supply chain refers to the interconnected flow of goods, services, information, and finances from raw material suppliers to the final consumer. In today’s globalized and technology-driven environment, supply chains are no longer linear but networked systems that require seamless coordination among multiple stakeholders. The key components of a modern supply chain include suppliers, manufacturers, distribution centers, retailers, and consumers,

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**2. What do you understand by Bullwhip effect. Explain with example its impact and significance. 4+6**

**Ans 2.**

**Concept of Bullwhip Effect**

The Bullwhip Effect is a phenomenon in supply chain management where small fluctuations in consumer demand cause progressively larger fluctuations in demand at the wholesale, distributor, manufacturer, and supplier levels. It creates instability and inefficiency across the supply chain, often resulting from delays in communication, forecast errors, batch ordering, and price promotions.

**Causes of the Bullwhip Effect**

The Bullwhip Effect occurs due to a lack of visibility into actual customer demand. Each

**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**

Strategic alignment in supply chain management (SCM) refers to the process of aligning supply chain strategies and operations with the overall business objectives and corporate strategy of an organization. A well-aligned supply chain ensures that all functions—from procurement to logistics—support long-term goals such as cost leadership, differentiation, innovation, and customer satisfaction. This alignment transforms the supply chain from a cost center into a

**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**

Supply chain integration refers to the coordination and seamless flow of information, materials, and resources among all parties involved in the supply chain. Integration is critical for improving efficiency, reducing costs, enhancing responsiveness, and delivering value to the customer. Three primary models of supply chain integration are Push, Pull, and Push-Pull systems. Each has distinct characteristics and is suited to different product types and market

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

**Ans 5.**

**User Resistance and Training in Digital Systems**

When organizations implement new technologies, enterprise systems, or digital tools, employees often face difficulty in adapting to changes. Resistance to change and insufficient training are two major challenges that hinder successful implementation and utilization. Managing user resistance and providing effective training are critical for promoting user

**6. Discuss Definition, Evolution and various E-commerce Models (B2B, B2C, etc.) 2+2+6**

**Ans 6.**

**Definition of E-Commerce**

E-commerce, or electronic commerce, refers to the process of buying and selling goods and services over the internet. It involves digital transactions between businesses, consumers, and other stakeholders. This process includes online marketing, order placement, electronic payments, logistics, and customer service. E-commerce has revolutionized traditional trade by eliminating geographical boundaries, enhancing convenience, and offering 24/7 access to