Name:	
Enrolment No:	

UPES
End Semester Examination, December 2023

Course: MBA-BBA integrated &BBA (OM)　　　　　Semester: V
Program: Contract Manufacturing and Outsourcing　　Time: 03 hrs.
Course Code: LSCM 3007　　　　　　　　　　　　　Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Write short notes on following:		
a)	Gap Analysis	2	CO1
b)	Hurwicz Criterion	2	CO1
c)	Onshore outsourcing	2	CO1
d)	Cost benefit analysis for outsourcing	2	CO1
e)	Game theory	2	CO1
f)	Net Present Value	2	CO1
g)	Private Label Contract Manufacturing	2	CO1
h)	Delphi technique	2	CO1
i)	End to end contract manufacturing	2	CO1
j)	Multi-criteria decision-making methods	2	CO1

SECTION B
4Qx5M= 20 Marks

Q 2	Why do MNCs find better use in offshore outsourcing? Explain with example.	5	CO2
Q 3	How does cost benefit analysis help in the decision making of outsourcing processes?	5	CO2
Q 4	Explain the difference between Game theory and Decision theory. Which according to you is better method and why?	5	CO2
Q 5	How does outsourcing the information security system help an organization? What are the challenges one must deal with when outsourcing the security system to a third-party vendor?	5	CO2

SECTION-C
3Qx10M=30 Marks

Q 6	How will you ensure that allocation of activities between the outsourced party and the internal workers is done in a manner which is beneficial to both the organization as well as the third-party vendor?	10	CO3
Q 7	Explain how benchmarking along with gap analysis helps in the decision making for the outsourcing of operations in manufacturing sector? Explain with proper examples	10	CO3
Q 8	Explain how does one ensures to reduce the risks involved in taking decision making processes under uncertain situations?	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q 9	Explain using the game theory methodology how Tata Automobile can outsource the marketing offshore. Explain what the pros and cons would be along with explaining the risks that the organization would be taken using the Game theory methodology.	15	CO4
Q 10	A pharmaceutical company wishes to expand its outreach to remote places in India. What are the risks that are present for the organization? What aspects of being outsourced would help the organization in expansion on the domestic front? Analyse the situation and mention how the method of decision making under risks and uncertainties will be used to find the best solution.	15	CO4