

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2023-24 Examination

Semester:05

Date: 18/10/2023

Subject Code: 06101348

Time: 10:30am to 1:00pm

Subject Name: Logistic and supply chain management-I

Total Marks: 60

Instructions

- 1. All questions are compulsory.
- 2. Figures to the right indicate full marks.
- 3. Make suitable assumptions wherever necessary.
- 4. Start new question on new page.

Q.1 Do as Directed.

		CO	PO	Bloom's Taxonomy
A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)		(05)		
1. Which term refers to the flow of products and information from suppliers to customers?		1	1	1
a) Push System	c) Reverse Logistics			
b) Downstream Logistics	d) Upstream Logistics			
2. What is the key difference between 3rd party logistics (3PL) and 4th party logistics (4PL)?		2	1	2,1
a) 3PL focuses on information flow, while 4PL focuses on material flow.	c) 3PL is cost-effective, while 4PL is more customer-centric.			
b) 3PL provides transportation services, while 4PL manages the entire supply chain.	d) 3PL is in-house, while 4PL is outsourced.			
3. Which type of e-commerce involves businesses selling products or services directly to consumers?		2	2	2,3
a) B2B (Business-to-Business)	c) B2C (Business-to-Consumer)			
b) C2C (Consumer-to-Consumer)	d) C2B (Consumer-to-Business)			
4. Why is logistics important in the context of global sourcing?		1	2	1,2
a) It reduces the need for global sourcing.	c)) It helps minimize shipping costs.			
b) It ensures all sourcing is done locally.	d) It facilitates the efficient movement of goods in global supply chains			
5. What is the primary scope of Retail Logistics?		2	1	1,3
a) Managing logistics for manufacturing companies	c) Handling logistics within e-commerce platforms			
b) Optimizing supply chain operations for retail businesses	d) Managing logistics for government agencies			

B). Define the following. (Each of 1 mark)	(05)			
1. Reverse Logistics		1	1	1
2. Push-Pull System in the context of supply chain management		2	2	2
3. Efficient Consumer Response		1	1	2
4. Cross-Docking		1	2	2
5. Retail e-commerce		2	3	2

C). Direct questions. (Each of 1 mark)	(05)			
1. What is the significance of informatics in logistics?		2	2	3
2. What is the difference between upstream and downstream in supply chain terminology?		2	3	2,3
3. Describe the concept of "Direct Online Sales" in e-commerce.		1	2	2,3
4. What are the Key Advantages of Retail E-commerce?		2	3	3,4
5. Describe Smart cards and its application.		1	3	3,4

Q.2 Answer the following questions.

A). Explain the different Business models – E commerce with the characteristics. **(07)**

B). Explain the different modes of transportation along with their chief characteristics. **(08)**

Q.3 Answer the following questions:

A). “Logistics is important in the context of global sourcing” Justify this statement. **(07)**

B). Explain Agile Supply Chain with examples? How can we improve agile supply chain. **(08)**

Q.4 Attempt any two questions. (Each of 7.5 mark) **(15)**

1. Discuss the Bull-whip effect in detail.		2	3	3,4
2. Explain the importance of Logistics in Global Outsourcing in today's world.		2	4	4,5

3. The management of Yummy Noodles Company was contemplating on introducing 200 grams pack of savory noodles into the Indian market at Rs. 10 per pack. This was only for one month which was construed to be as a test marketing period. During this period, the Company wanted to have a “blitz” strategy of flooding the market with their product. In the subsequent month, the management of Yummy Noodles Company had planned to raise the price of the pack to Rs. 15, while the weight of the pack was to be fixed at 250 grams. A free gift in the form of a plastic bowl with a spoon was also planned. Two months before the launch of the actual production, the marketing department of the company brought out advertisements regarding the savory noodles. The advertisements were displayed on bill-boards, TV, radio, print media. Schools and colleges were also targeted to rope in students and children to buy the product. Production of the noodles was planned to be started along with the marketing program. The forecast of the number of expected packets that could be sold for the first month was around 75,000, and 1,25,000 for the second month. The production was required to be started earlier to meet the target of projected demand as well as to account for the changeover in the pack-size in the second month. You are appointed as a logistics consultant by the Company. You are required to guide the Company regarding the following:
- a) The Company is very keen that its product must be well-received in the market. What coordination is required between the production, marketing and other departments of the Company? (Note: You are required to spell-out the various departments (namely, warehousing, production, quality control, packaging, etc.) that are expected to be required in the Company). Also explain the role of the Logistics Department in the introductory phase with regards to planning and implementation.
4. Super Dolls is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities across the country. Over the years, a number of competitors have sprung in the field. Far from child’s play, the company found that the toys’ sector is a tough business. Some of the problems faced by it are:

4. Super Dolls is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities across the country. Over the years, a number of competitors have sprung in the field. Far from child's play, the company found that the toys' sector is a tough business. Some of the problems faced by it are:

- 1) There is a massive sale during the festival seasons. If the company's product is delayed, the valuable market is missed.
- 2) "Fashion" or "cult" status products influence the market. Any wrong decision in this matter, means loss of sales and build-up of unwanted inventory.
- 3) There are high marketing and promotional costs. If these programs go out, the sales drop massively
- 4) Any misjudge of the market can also mean closing down of the company
- 5) The company has problems regarding stock holding at its distribution centers. This is mainly due to wrong in puts from feedbacks and improper surveys.
- 6) The company relies mainly on hired fleet of road transport. The services are not up to the mark in terms of delivery schedules, safety of goods from pilferage/theft, and mishandling of product.
- 7) Marketing strategies are far from adequate. They are not effective enough to counter the strategies adopted by the competitors.

You are called upon by the management of Super Dolls to head their logistics operations. You are required to study and guide the company regarding the following matters.

- a) How to solve the issues regarding Warehousing at distribution centers and large retailers to cut down inventory costs plus other suggestions in order to reduce inventory carrying costs
- b) Suggest some Alternatives with regard to having own fleet of trucks.