

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 4539297

Date: 19-02-2022

Subject Name: Logistics and Supply Chain Management

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.No.	Question	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Logistics Management (b) Supply chain management (c) Routing & Scheduling (d) 3PL and 4PL (e) Lead Time (f) Quick Response Logistics (g) Transportation	14
Q.2	(a) Explain the basic Concept of logistic and Supply chain Management. (b) What is Logistics Supply chain Management? Explain its objectives	07 07
	OR	
	(b) Which are the prominent transportation network design options? Explain, with applicability of different designs to different operations	07
Q.3	(a) Fast Moving Consumer Goods (FMCG) is the fourth largest sector of the Indian economy. What are the supply chain challenges for the Indian FMCG sector? (b) Explain various design options of transportation in supply chain management.	07 07
	OR	
Q.3	(a) Which are the crucial activities involved in logistics? How are marketing and logistics related? (b) What do you understand by logistics cost analysis and total cost analysis?	07 07
Q.4	(a) What is Transportation? Explain its role in supply chain management (b) Evaluate the packaging and material handling decisions relevant to an e-commerce retailer of apparels.	07 07
	OR	
Q.4	(a) What is Reverse Logistics? Also explain flow of reverse logistics with its elements. (b) If new producer of laptop want to enter in to Indian market as well as in to international market at the same time. What would be your suggestions regarding inventory strategy, transportation strategy and distribution strategy?	07 07

Q.5

Case Study:

Food Savories Limited is engaged in the manufacturing of various types of fast food items that are ready-to-eat variety. It has been in the business for the past 12 years. It has its factory as well as the processing unit in Navi Mumbai. The raw materials required are mainly vegetables, chicken which the company procures from either the local vendors, or from various suppliers situated at Nasik, Pune and other districts. The required materials are procured with the help of hired transporters. However, the hired transporters do not care much about the preservation of the goods. Hence, about 20% of the goods are lost due to damage, deterioration, pilferage, etc. Again, the hired transporters are unreliable with regard to their availability as well as prompt delivery schedules. The company's products are quite popular with the customers who are situated in Mumbai, Navi Mumbai, Pune, etc. However, the company stands to lose the market due to erratic supply schedules which do not cater promptly to the customers. The packaging of the products is attractive, but it does not preserve the product for a long time. The shelf-life is only about 5 hours, if the goods are not properly refrigerated. Loss on this account is about 10%. The company has about 10 distribution centres. But there does not seem to be the much coordination between these centres. Logistical information system is not adequate. Due to this, the company is unable to expand its business. In fact, due to competition, there is fear that the company may stand to lose its existing clientele. Due to mismanagement, the company is unable to meet increase in the demands during festival seasons and holidays. You are appointed as a logistics consultant. You are required to put forward your suggestions with regard to:

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|---|----|
| (a) Setting-up of proper, effective logistical information system to improve coordination | 07 |
| (b) Setting-up of effective purchasing and distribution system | 07 |
| OR | |
| (a) Improved system of storage, handling and packaging | 07 |
| (b) Alternative modes of transport to reduce/eliminate wastages | 07 |
