

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER - IV-EXAMINATION- SUMMER-2023**

**Subject Code: 4549295****Date: 21/06/2023****Subject Name: Global 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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
- a) Differentiate between Domestic Logistics and International Logistics
  - b) Roles and responsibilities of TIACA
  - c) Value advantage Vs Cost Advantage.
  - d) Explain International Reverse Logistics
  - e) What is FCL and LTL with respect to containers
  - f) Role of CHA (Custom House Agent) in GLSCM
  - g) Currency Adjustment Factor
- Q.2** (a) Diagrammatically explain International Supply Chain with suitable example from your choice and also in tabular format state the difference between Domestic and International Logistics. **07**
- (b) Explain the various forces which are responsible for the driving Global Supply Chain. How global supply chain integration can be useful to the organization in value and cost advantage. Justify with a suitable example. **07**
- OR**
- (b) State the infrastructures required for the suitable global supply chain. How communication infrastructure and ware house infrastructure can impact both goods and services in E commerce or usual business? Explain with valid examples. **07**
- Q.3** (a) Which all intermediaries play role in Global logistics and Transportation? Write in brief about all of their roles and responsibilities, or the services they provide. **07**
- (b) Briefly explain container freight stations and inland container depot. Also briefly explain how size and type of vessel will impact in international transport and in selection of transportation modes?
- OR**
- Q.3** (a) Differentiate between Conformance shipping and Non conference shipping. Also brief about the Shipping conference carrier **07**
- (b) What is freight adjustment and how it is calculated usually? What are the difference between Currency Adjustment Factor and Bunker Adjustment factor? **07**

- Q.4 (a)** Briefly explain important and leading sea routes, Important Sea ports of India and what port codes are. **07**
- (b)** Explain logistic pipeline management and also brief on role of intermodal transportation as value added advantage with suitable examples. **07**

**OR**

- Q.4 (a)** Due to raising cost of Supply chain Mr Akash of M/s Nestland Industries Ltd , advised his supply chain team to reduce cost of supply chain by 10%. Mr Bhavik Patel , Head of Information technology and Communication group suggested to integrate present manual supply chain with IT and digitally transform supply chain. What Mr Bhavik really tries to convey ? Do you agree with his views? How IT integration can help in cost reduction? **07**
- (b)** Mr Abhay Date CEO and Head of M/s ABC Bearings Ltd is believer of supply chain analytics and wants to develop sustainable supply chain and want their all vice presidents for working on data analytics to build sustainable supply chain. Help all the vice presidents in understanding what does Mr. Abhay is looking forward for? **07**

GTU Question Paper

Q.5

The Zheelar Global supply chain:

One of the best known examples of how an organization can use its global supply chain to achieve a competitive advantage is the Zheelar Group. Founded by the Zheelar family in the 1960s, the company is now one of the largest garment retailers, with stores which bear its name located in almost all parts of the world. Part of the reason for its success has been the way it has organized both the supply side and the demand side of its supply chain.

Although Zheelar does manufacture much of its production itself, on its supply side the company relies heavily on global 'contractors' and 'Suppliers'. Contractors are companies (many of which are owned, or part-owned, by Zheelar employees) that provide services to the Zheelar factories by knitting and assembling Zheelar's garments. These contractors, in turn, use the services of sub-contractors to perform some of the manufacturing tasks in their respective countries and locations. Zheelar's manufacturing operations gain two advantages from this. First, its production costs for woolen items are significantly below some of its competitors because the small supply companies have lower costs themselves. Second, the arrangement allows Zheelar to absorb fluctuation in demand by adjusting its supply arrangements, without itself feeling the full effect of demand fluctuations.

On the demand side of the chain, Zheelar operates through a number of agents spread across the globe, each of whom is responsible for their own geographical area. These agents are responsible for developing the stores in their area. Indeed, many of the agents actually own some stores in their area. Products are shipped from Italy to the individual stores where they are often put directly onto the shelves. Zheelar stores have always been designed with relatively limited storage space so that the garments (which, typically, are brightly coloured) can be stored in the shop itself, adding colour and ambience to the appearance of the store.

Because there is such limited space for inventory in the stores, store owners require that deliveries of garments are fast and dependable. Zheelar factories achieve this partly through their famous policy of manufacturing garments, where possible, in greggio, or in grey, and then dyeing them only when demand for particular colours is evident. This is a slightly more expensive process than knitting directly from coloured yarn, but their supply-side economies allow them to absorb the cost of this extra flexibility, which in turn allows them to achieve relatively fast deliveries to the stores.

- (a) Brief your understanding about Zheelar Supply Chain operations. 07
- (b) In your understanding, what is the specialty of Zheelar's contractors? 07

OR

- Q.5 (a) Do this method provide Zheelar competitive advantage over their competitors? Is this method sustainable in the long term 07
- (b) What alternative competitive advantages can competitors of Zheelar think of to encounter Zheelar's strategies and attacking on their limitations ?? 07

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