



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination, December 2021

Course: Logistics Planning & Strategy
Program: BBA (LM)
Course Code: LSCM3002

Semester : V
Duration : 3 Hours
Max. Marks: 100

IMPORTANT INSTRUCTIONS

1. Each Question will carry equal Marks section wise

Q.No	Section A	10Qx2M=20Marks	COs
1	Reduction of inventory is a key objective of logistics management. True/False		CO1
2	Outbound logistics is also called upstream logistics. True/False		CO2
3	Sales data is optional for Demand Forecasting. True/False		CO2
4	Which provider is most commonly used by companies to help handle standard transport and logistics functions in SCM?		CO1
5	Mention two ways in which stock is dispatched from the warehouse.(Only names to be mentioned)		CO2
6	Two major operations of logistics are physical distribution and		CO1
7	Two important variables responsible for Customer satisfaction are		CO1
8	A supply chain which includes the distribution of finished product and service is called		CO2
9	JIT stands for		CO1
10	VRP stands for		CO1
	Section B	4Qx5M= 20 Marks	
11	How to measure customer satisfaction?		CO2
12	Mention breakdown of costs involved in logistics.		CO3
13	Different parameters that must be considered to evaluate logistics performance.		CO2
14	What are the benefits of logistics planning?		CO3
	Section C	3Qx10M=30 Marks	
15	A Multinational company is planning to start a warehouse, and it wants that there must be consistent operations in it. What documents are required and what must be the content. (give details that is required to be included in the SOPs)		CO4
16	In what way logistics planning can help FMCG company to reduce cost? Mention atleast 5 different points of cost savings.		CO5

17	Tata Motors is about to go for stock classification for reducing inventory. Which classification technique do you suggest? Explain with reasons.		CO4
	Section D	2Qx15M= 30 Marks	
18	Explain the role of logistics management in FMCG company. How does it bring value for fast moving consumer goods (FMCG) organization with multiple product range?		CO5
19	<p style="text-align: center;">Case-let</p> <p>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</p> <ol style="list-style-type: none"> 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 that are expected to be required in the Company) b) Explain the role of the Logistics Department in the introductory phase. [Note: This pertains to Logistics Planning and Process] 		CO6