



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, DEC 2024

Course: LOGISTIC AND SUPPLY MANAGEMENT

Semester: III

Program: BBA(Logistics Management)/ (Operations Management) and Integrated BBA-MBA

Time: 03 Hrs.

Course Code: LSCM 2002

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	(1.1-1.5) Define terms in one or two lines. (1.6-1.10) Give the full form.		
1.1	Push view of Supply chain	2	CO1
1.2	Efficient Supply chain	2	CO1
1.3	Reverse Logistics	2	CO1
1.4	Responsive Supply chain	2	CO1
1.5	Cold Chain Logistics	2	CO1
1.6	4PL	2	CO1
1.7	LTL	2	CO1
1.8	TEU	2	CO1
1.9	FCL	2	CO1
1.10	MHE	2	CO1

SECTION B
4Qx5M= 20 Marks

	Write short notes (upto 70 words)		
2.1	Stacking	5	CO2
2.2	3PL	5	CO2
2.3	Justify the statement – “Outsourcing is done to reduce supply chain Cost”	5	CO2

2.4	Secondary Transportation	5	CO2
SECTION-C 3Qx10M=30 Marks			
3.1	Discuss the types of documents and its importance in International trade.	10	CO3
3.2	Explain the role of IT from CRM perspective.	10	CO3
3.3	Explain Hau-Lee framework in detail.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
4.1	With the help of example, explain the logistics of an Ecommerce company using the concepts of supply chain in your understanding. Also include Hub & Spoke model and milk run model in the single operation with diagram of the network.	15	CO4
4.2	<p>Assuming you are working as a Manager under Mr. Akshat Anubhav Dhongi, who manages a company ANISH-JI , which is operating in bakery segment of salt based biscuits. The company has 3 manufacturing units, 1 each in Indian States of Gujrat, Rajasthan and west Bengal. It has a market share of 23% in Indian biscuit segment. It owns 1 mother warehouse in Indore. The 4 Regional Distribution centres along with the percentage of total inventory are at Maharashtra(32%), West Bengal(21%), Himachal(27%) and Gujrat(20%). The Company caters to all the states of India with state warehouses in their respective states.</p> <p>The company is incurring heavy logistical cost and warehouse costs due to over stockage, inventory shortage and not the optimum utilization of vehicle capacity.</p> <p>Taken an assumption that the sales is equal in all parts of India, kindly advise, Mr. Dhongi on how to reduce the overall cost on the supply chain concepts you have learned till now. Also draw the network models if you have advised any.</p>	15	CO4