UPES
End Semester Examination, Dec 2024

Course: BBA_LM   Semester: 5th
Program: Logistics Planning and Strategy   Time : 03 hrs.
Course Code: LSCM3011   Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	What is inventory turnover?		CO1
Q 2	Define logistics planning.		CO1
Q 3	List the key functions of logistics in an organization.		CO1
Q 4	Describe the concept of supply chain management.		CO1
Q 5	What is strategic logistics?		CO1
Q 6	Identify two benefits of efficient logistics planning.		CO1
Q 7	Differentiate between inbound and outbound logistics.		CO1
Q 8	What role does technology play in logistics?		CO1
Q 9	Define distribution channels in logistics.		CO1
Q 10	Explain the term "lead time" in logistics.		CO1

SECTION B
4Qx5M= 20 Marks

Q 1	Discuss the importance of demand forecasting in logistics.		CO2
Q 2	Compare the advantages and disadvantages of centralized versus decentralized logistics.		CO2
Q 3	Analyze the role of customer service in logistics strategy.		CO2
Q 4	Explain the concept of third-party logistics (3PL) and its importance.		CO2

SECTION-C
3Qx10M=30 Marks

Q 1	Explain how risk management is applied in logistics strategy.		CO3
Q 2	Evaluate the impact of digital transformation on logistics planning and strategy.		CO3
Q 3	Discuss the use of key performance indicators (KPIs) in logistics.		CO3

SECTION-D 2Qx15M= 30 Marks			
Q 1	Analyze the challenges and opportunities of sustainable logistics practices.		**CO4**
Q 2	Develop a logistics strategy for a company entering a new international market.		**CO4**