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| <b>Name:</b>         |  |
| <b>Enrolment No:</b> |  |

**UPES**  
**End Semester Examination, December 2023**

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| <b>Course: Introduction to Logistics Management</b><br><b>Program: BBA(LM)</b><br><b>Course Code: LSCM1009</b> | <b>Semester: I</b><br><b>Time: 03 hrs.</b><br><b>Max. Marks: 100</b> |
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**Instructions: As per sections**

**SECTION A**  
**10Qx2M=20Marks**

| S. No. | Attempt all questions in this section  | Marks | CO  |
|--------|--|-------|-----|
| Q 1    | <b>Multiple choice questions:</b>  |       |     |
| 1.1    | In the context of logistics coordination, what is “last-mile delivery”?<br>a. The final step of the supply chain<br>b. The first step of the supply chain<br>c. A type of vehicle used for transportation<br>d. A mode of communication between team members | 2     | CO1 |
| 1.2    | Which phase of logistics management involves the planning and coordination of the movement of goods and services?<br>a. Procurement phase<br>b. Production phase<br>c. Distribution phase<br>d. Sales phase  | 2     | CO1 |
| 1.3    | Which type of warehouse is primarily used for storing products for extended periods of time without much handling?<br>a. Cross-docking warehouse<br>b. Distribution center<br>c. Cold storage warehouse<br>d. Just-in-Time warehouse                         | 2     | CO1 |
| 1.4    | The role of a logistics coordinator involves ensuring:<br>a. Product quality<br>b. Advertising effectiveness<br>c. Sales revenue<br>d. Legal compliance  | 2     | CO1 |
| 1.5    | Which of the following is a key task for a logistics coordinator?<br>a. Creating marketing campaigns<br>b. Designing product packaging<br>c. Monitoring shipment schedules<br>d. Conducting employee training  | 2     | CO1 |
| 1.6    | Which document is commonly used by logistics coordinators to specify the details of a shipment, including items, quantities, and delivery instructions?  | 2     | CO1 |

|  |  |    |     |
|--|--|----|-----|
|  | a. Sales report<br>b. Invoice<br>c. Bill of lading<br>d. Advertising brochure  |    |     |
| 1.7  | In logistics coordination, what does the term "freight forwarding" refer to?<br>a. Tracking employee attendance<br>b. Managing inbound logistics<br>c. Managing outbound logistics<br>d. Organizing transportation of goods                  | 2  | CO1 |
| 1.8  | Which factor is NOT typically considered when making transportation decisions in logistics management?<br>a. Cost<br>b. Speed<br>c. Safety<br>d. Product Quality   | 2  | CO1 |
| 1.9  | Improved inventory management in logistics can lead to:<br>a. Higher carrying costs<br>b. Increased risk of stockouts<br>c. Reduced warehousing expenses<br>d. Longer order processing times   | 2  | CO1 |
| 1.10                                       | Which of the following is an example of a tactical decision in logistics management?<br>a. Negotiating supplier contracts<br>b. Determining daily delivery routes<br>c. Setting inventory reorder points<br>d. Selecting warehouse locations | 2  | CO1 |
| <b>SECTION B</b><br><b>4Qx5M= 20 Marks</b> |  |    |     |
| Q 2  | <b>Write Short notes on four of the following (Upto 70 words).</b>   |    |     |
| 2.1  | Delphi Method  | 5  | CO2 |
| 2.2  | Supply chain mapping   | 5  | CO2 |
| 2.3  | HML and VED inventory control techniques   | 5  | CO2 |
| 2.4  | Supply chain metrics   | 5  | CO2 |
| 2.5  | Push vs. pull strategy   | 5  | CO2 |
| <b>SECTION-C</b><br><b>3Qx10M=30 Marks</b> |  |    |     |
| Q 3  | <b>Attempt all questions in this section:</b>  |    |     |
| 3.1  | Discuss the different modes of transportation and their key characteristics. What are the factors to consider when choosing a mode of transportation?  | 10 | CO3 |
| 3.2  | What are the various disadvantages of holding inventory? Explain with an example.  | 10 | CO3 |

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| 3.3   | <p>The John Equipment company estimates its carrying cost at 15% and its ordering cost at \$90 per order. The estimated annual requirement is 78,000 units at a price of \$4 per unit.</p> <p>(i). What is the most economical no. of units to order?</p> <p>(ii). No. Of orders to be placed in a year.</p> <p>(iii). About how often will an order need to be placed?</p> <p style="text-align: center;"><b>OR</b></p> <p>Discuss the role of information technology (IT) in supply chain management (SCM). How has IT transformed SCM in recent years?</p>  | <b>10</b> | <b>CO3</b> |     |     |     |     |     |     |     |     |     |    |    |        |     |     |    |     |     |     |     |     |     |     |     |     |           |            |
| <p><b>SECTION-D</b><br/><b>2Qx15M= 30 Marks</b></p> |  |           |            |     |     |     |     |     |     |     |     |     |    |    |        |     |     |    |     |     |     |     |     |     |     |     |     |           |            |
| Q4  | <b>Attempt all questions in this section:</b>  |           |            |     |     |     |     |     |     |     |     |     |    |    |        |     |     |    |     |     |     |     |     |     |     |     |     |           |            |
| 4.1   | What is a time-series forecasting model? Illustrates the four components of time series.   | <b>15</b> | <b>CO4</b> |     |     |     |     |     |     |     |     |     |    |    |        |     |     |    |     |     |     |     |     |     |     |     |     |           |            |
| 4.2   | <p>The demand for an item in the last 12 quarters is given below:</p> <table border="1" data-bbox="228 814 1170 877" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="padding: 2px;">Month</td> <td style="padding: 2px;">1</td> <td style="padding: 2px;">2</td> <td style="padding: 2px;">3</td> <td style="padding: 2px;">4</td> <td style="padding: 2px;">5</td> <td style="padding: 2px;">6</td> <td style="padding: 2px;">7</td> <td style="padding: 2px;">8</td> <td style="padding: 2px;">9</td> <td style="padding: 2px;">10</td> <td style="padding: 2px;">11</td> <td style="padding: 2px;">12</td> </tr> <tr> <td style="padding: 2px;">Demand</td> <td style="padding: 2px;">104</td> <td style="padding: 2px;">107</td> <td style="padding: 2px;">98</td> <td style="padding: 2px;">103</td> <td style="padding: 2px;">101</td> <td style="padding: 2px;">118</td> <td style="padding: 2px;">109</td> <td style="padding: 2px;">100</td> <td style="padding: 2px;">105</td> <td style="padding: 2px;">110</td> <td style="padding: 2px;">103</td> <td style="padding: 2px;">114</td> </tr> </table> <p>Calculate the exponentially smoothed forecasts. Use <math>\alpha = 0.3</math> and <math>0.6</math></p> <p style="text-align: center;"><b>OR</b></p> <p>Discuss the EOQ model in detail, including its benefits, limitations, and real-world applications.</p> | Month     | 1          | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11 | 12 | Demand | 104 | 107 | 98 | 103 | 101 | 118 | 109 | 100 | 105 | 110 | 103 | 114 | <b>15</b> | <b>CO4</b> |
| Month   | 1  | 2         | 3          | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  |    |    |        |     |     |    |     |     |     |     |     |     |     |     |     |           |            |
| Demand  | 104  | 107       | 98         | 103 | 101 | 118 | 109 | 100 | 105 | 110 | 103 | 114 |    |    |        |     |     |    |     |     |     |     |     |     |     |     |     |           |            |