Roll No: ----------

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

College of Management & Economics Studies

Kandoli Campus, Dehradun

Supplementary Examination – Dec, 2017

Program/course: BBA (LM/RM) **Semester : III**
Subject: Introduction to Logistics and Supply Chain Management **Max. Marks: 100**
Subject Code: BBCG105 **Duration: 3 Hrs**
No. of pages: 2

Note: All sections are compulsory & this question paper carries 4 sections.

Section A **MM: 20**

Q-1a. Write the full forms of: **(1*10=10 Marks)**

1. VMI
2. GPS
3. FSN
4. WIP
5. ERP
6. CRM
7. LTL
8. TPL
9. EOQ
10. AWB

Q-1b. Fill in the blanks: **(2*5=10 Marks)**

1. _____ is the time elapses between placing the order and receiving of goods.
2. _____ is the ratio of average cost of goods sold to average inventory investment.
3. _____determines the amount to charge customers in a supply chain.
4. _____ is an example of pull supply Chain
5. _____ the inter-organization exchange of well-defined business transactions in standardized electronic form directly between computer applications.

Section B **MM: 20**

Q-2. Write a short note on any four **(4*5=20 Marks)**

1. Cross Docking
2. Cold Chain Logistics.
3. Containerization and its importance in logistics industry.
4. 3PL-Third Party Logistics.
5. Postponement strategy.

Section C **MM: 30**

Q-3. Attempt any three questions: **(10*3=30 Marks)**

1. Explain the role of ERP in supply Chain integration?
2. What do you understand by reorder point? What are the determinants of reorder point?
3. Define Bullwhip effect? How does it affect supply chain? What are the ways to reduce it?
4. Explain the different types of warehouse. What are the objectives of a warehouse?

Section D **MM:30**

Q-4. Answer the following questions: **(15*2=30 Marks)**

1. Explain in detail, different types of products and the framework suggested by Marshall L. Fisher in his article “What is the right supply chain for your product?”
2. What is forecasting? How is it important in logistics management, explain with suitable examples? Discuss different types of qualitative and quantitative methods used in forecasting.