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UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN
End Semester Examination - December 2017

Program/course : BBA – Logistics Management **Semester** : V
Subject : Logistics Planning & Strategy (BBCG107) **Duration** : 3 Hrs.
No. of page/s : 2 **Max. Marks** : 100

SECTION – A

MARKS 01x20^Q = 20

Question # 01: Fill-in the blanks with the **most suitable** word from the list given below.

1. Operations is a set of activities, which add economic value by changing the of the input and, this change is They are of three types. operations e.g., making polyethylene (PE) granules out crude. operations e.g., taking a haircut or a surgery of appendicitis. operations e.g., construction of a bridge, though, theoretically one can break it to reverse the activity but one is not made for breaking it. (5/5)
2. Logistics & Supply Chain is yet another set of activities – it further enhances the value of the output by removing the mismatch between the and points in terms of , and Product mismatch is twofold – one, in terms of and the other, in terms of (8/13)
3. Logistics & Supply Chain Management consists of six major activity sets or areas of work – they are, management, management, , , , and management. (7/20)

Please insert a word from the word bank given below

<i>service</i>	<i>source</i>	<i>product</i>	<i>customer service</i>
<i>economic</i>	<i>irreversible</i>	<i>place</i>	<i>warehousing</i>
<i>consumption</i>	<i>form</i>	<i>time</i>	<i>packing</i>
<i>project</i>	<i>manufacturing</i>	<i>variety</i>	<i>quantity-per-variety</i>
<i>inventory</i>	<i>sourcing</i>	<i>transportation</i>	<i>material handling</i>

SECTION – B : Answer **any two (2)** questions given below:

MARKS 20x02^Q = 40

Question # 02: Discuss postponement strategy and explain de-coupling point; give examples (**Marks 10**)? Refer to the paper, *The Agile Supply Chain: Competing in Volatile Markets*; the author, Martin

Christopher argues that for a supply chain to be truly agile it should possess a number of distinguishing characteristics. What are they? Discuss and give examples **(Marks 10)**

Question # 03: Hau L. Lee in his article, *Aligning Supply Chain Strategies with Uncertainties*, extends the Demand Uncertainty proposed by Fisher Marshal L. (*What is the Right Supply Chain for your Product?*) to include Supply Uncertainty and puts forward a complete Demand-Supply-Uncertainty-Framework. Further, he proposes Information and Communication Technology based strategies for Supply Side and Demand Side. Discuss both sets of strategies **(Marks 10x02 = 20)**.

Question # 04: At the operations level all Supply Chain strategies translate into *Product Design Strategy*, *Supplier Selection Strategy*, *Lead-time Management Strategy*, *Manufacturing Strategy* and, *Inventory Strategy*. Fisher Marshal L., in his article, *What is the Right Supply Chain for your Product?*, suggests distinctively different focus for these five sub-cycles in a supply chain process; discuss and give examples **(Marks 04x05^Q = 20)**.

SECTION – C

MARKS 20x2^Q = 40

Question # 05:

- a. Is the business of Mumbai Dabbawallahs scalable? If not, what factors should be present to make it scalable, discuss with reference to the business model discussed in the class? **(Marks 20)**
- b. Is the business of Mumbai Dabbawallahs replicatable? If not, what factors should be present to make it replicatable, discuss with reference to the business model discussed in the class? **(Marks 20)**