

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End semester Examination – May, 2021

Program: BBA FAS, BBA OG, BBA FT, BBA ECO EE
Subject/Course: Introduction to Logistics
Course Code: TMLS23010

Semester: VI
Time: 3 Hours
Max. Marks: 100

SECTION A

1. Each Question will carry 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s)

S.No.	Question	COs
Q 1	Level of control is lowest in case of _____ warehouse a) Private b) Public c) Contract d) Bonded	CO2
Q 2	In the _____ cycle, demand is external to the supply chain and thus uncertain a) Replenishment b) Manufacturing c) Customer order d) Procurement	CO1
Q 3	Supplier performance should be compared on the basis of the supplier's impact on total _____ a) profit b) cost c) revenue d) inventory	CO1
Q 4	What mode of transportation is considered least expensive? a) Water b) Air c) Pipeline d) Road	CO3
Q 5	Which of the following is a quantitative forecasting method a) Delphi Technique b) Mean Absolute Deviation c) Exponential Smoothing d) Weighted Average	CO2
Q 6	Distribution network performance is evaluated along two dimensions _____ and _____.	CO2

SECTION B

1. Each question will carry 10 marks

2. Instruction: Solve the numerical problems

Q 7	What are the various design options for a distribution network? Explain any two in detail with examples and diagrams.	CO2
-----	---	-----

Q 8	What are the major logistics functions? Explain with the example of Ford supply chain case study given in class.	CO1
Q 9	What are the various material storage functions of warehouse? Explain with the example of Ultron case study given in class.	CO4
Q 10	What are the various design options for a transportation network? Explain with example of Uber case study given in class.	CO3
Q 11	What are the various contracts that impact the overall supply chain profits? Explain how these contracts can be used in the case of “Contract manufacturing: Dealing with Supply chain ethics challenges” given in class.	CO2

Section C

1. Each Question carries 20 Marks.

2. Instruction: Answer any one question from the case study

Q 12	<p>Deutsche Post has integrated traditional air and ocean forwarding, express parcel delivery, and mail services in a 2-year buying spree. Germany will eliminate Deutsche Post's monopoly on mail delivery in 2003, which will inevitably lead to a loss of significant revenue. It hopes to replace lost sales with international transport business. Customer demand, more than postal deregulation, is driving Deutsche Post's vision. "More and more customers are seeing the advantage of directly working with their suppliers," says Klaus Zumwinkel, CEO of Deutsche Post. "They will not use only one supplier, but they will choose from a few suppliers. To be one of those suppliers, one has to be global. One cannot say, 'Well, in Africa business is so complicated. Please, Mr. customer, we would love to have United States and Europe, but in Africa we do not have any facilities.' To some extent, Deutsche Post is creating a consolidation trend more than following one. More than just reacting to competition, the largest transport firms want to position themselves as premium providers of global logistics services to multinational clients. Deutsche Post and Lufthansa have merged their respective 25 per cent voting stakes in DHL International into a joint venture called Aerologic, which will seek out areas of cooperation for the three partners. Deutsche Post will take management control over Aerologic because DHL sits closer to the German post office's core interest pickup and delivery. DHL is a key part of Deutsche Post's international expansion plans. DHL offers a world mail delivery product of which Deutsche Post is a heavy supporter. Deutsche Post's Global Mail division has been expanding aggressively, particularly in South America. DHL provides cross-border express transport services, but also offers Deutsche Post a valuable global pickup and delivery network. "All of the global shippers-and also more and more of the local and smaller ones-are demanding transparency," said Jean-Peter Jansen, the new chairman of Lufthansa Cargo. "They want to have a continuous flow of information and a continuous flow of the goods themselves." Lufthansa's core deliverable product will always be international air freight capacity. Lufthansa wants to strengthen its leading position through alliances with other freight carriers. Lufthansa describes its alliance strategy geometrically. It will partner with airlines in horizontal alliances and with forwarders in vertical industry partnerships. "Through its deal with Deutsche Post, the airline added a diagonal line to its chart, representing new initiatives in electronic commerce. Deutsche Post and Lufthansa have formed a</p>	CO4
------	---	-----

joint venture called e-logic to pursue mutual interests in ecommerce logistics. The new company will make investments in new technology and start up ventures and also work to develop joint fulfilment solutions for e-commerce shippers. Jansen states, "We believe that putting us more closely together, not in a way that we integrate, but in a way that we support each other, will make a lot of difference for the future. What we are looking for really is growth and stabilization of our market position."

Answer any one of these questions based on the case study

1. How will the customers score, assess and select the suppliers for global logistics services?

OR

2. What are the tradeoff in tailored transportation networks of Lufthansa and Deutsche Post?