


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Logistics and Supply Chain Management

CC: LSCM2002

Semester: III

Programme: BBA LM/DM

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A (All Questions are Compulsory in this section)

S. No.		Marks	CO
Q 1 a)	Write the full form of the following	10	
	(i) VMI	2	CO2
	(ii) EDI	2	CO1
	(iii) CHA	2	CO1
	(iv) SRM	2	CO2
	(v) ULD	2	CO2
Q 2 b)	Fill in the Blank	10	
	(i) Document issued by shipping line for transport of goods through sea mode of transportation is _____.	2	CO3
	(ii) A Logistics system is set of _____ linked by transportation service.	2	CO1
	(iii) Demand variability increases as one moves up the supply chain away from the retail customer, and small changes in consumer demand can result in large variations in orders placed upstream this is known as _____.	2	CO4
	(iv) _____ is a plan by government of India to develop ports, transport through waterways and promote shipping.	2	CO2
	(v) Document issued by airline for transport of goods through air mode of transportation is _____.	2	CO3

SECTION B			
Q	Short Answer Type Question (Attempt any 4 question)		
	a) Sam runs a mail-order business for gym equipment. Annual demand for the equipment is 16,000. The annual holding cost per unit is \$2.50 and the cost to place an order is \$50. Calculate economic order quantity (EOQ)	5	CO5
	b) Explain Closed loop Supply Chain with an example?	5	CO3
	c) Differentiate between efficient and responsive Supply Chain?	5	CO4
	d) Mention Cradle to Cradle supply Chain and Agile Supply Chain?	5	CO4
	e) What is difference between Lean Supply Chain and Green supply Chain?	5	CO5
SECTION-C			
Q	Long Answer Question (Attempt any two)		
	a) Discuss various logistical reforms, policy initiatives and recent developments in Indian Logistics Industry.	15	CO3
	b) What are the various difference between logistics & Supply chain? Explain with the perspective shared in the survey paper “ LOGISTICS VS SUPPLY CHAIN:AN INTERNATIONAL SURVEY ” by Árni Halldórsson?	15	CO6
	c) Explain Cross Docking. How hub & spoke model is different from milk run model? Explain with examples.	15	CO4
SECTION-D			
Q	Case Study (All Questions are Compulsory)		
	<p>Personal Care Limited (PCL) is a large and premier FMCG company in India with a turnover of about Rs 2000 crore. It has 85 production plants spread over the whole country, producing about 1200 products ranging from personal care to household goods.</p> <p>The company has four of its own mother warehouses situated in the four zones of north, south, east and west that receive products from almost all the plants on a regular and consignment basis in containers by road. These warehouses are responsible for taking care of stocks, order placement for next arrivals, loading and unloading, protective storage, stock recording, apart from order processing and trans-shipment of goods to C&F agents of respective zone whose numbers come around 150 per warehouse.</p> <p>After receiving goods from various plants, these warehouses are first entered into the computer for inventory recording purposes. Suitable storage location spaces are then assigned after taking into consideration the quantity to be stored, the physical dimension, characteristics of items, frequency of flow, and availability of the space, which is quite variable & flexible. For storage of goods, flexible racking system is used so that the size of a rack’s space can be changed as per the size on the product’s</p>		

	<p>package. Furthermore, racking is back-to-back in pallet blocks which are 5 storied and in one block, there are about 400 back-to-back rocks.</p> <p>In certain areas, for selected heavy weight and bulk items, 50 selectors drive forklift trucks and in the remaining areas, as many as 350 selectors pick the goods manually and use hand trolley. Selectors are normally less educated and highly experienced, who have well-defined areas of selection.</p> <p>With the existing system, there have been a lot of practical problems, such as under utilization of space, traffic congestion in aisles between the racks as one selector of blocks another's progress while he is picking items from a location, wrong assortment, difficult to track goods, difficult to fill one single order as it contains a variety of items, etc. Furthermore, a trucker is required to collect items from different places of the warehouse to make up the order. Frequently, they have to wait for a full load. Then, the driver had to collect challan and other required papers. Normally, this whole processes took seven to ten days, subject to ready availability of the goods in the stock. In the case of stock-out items, it may go anywhere in between 15-30 days. That is why, replenishment cycle time for nearby C&F agents is about 15 days and for others, it comes around 3 weeks.</p> <p>Due to a gradual increase in the quantum of competition and increasing customer expectations, along with increasing awareness about the overwhelming contribution of L&SCM in cost reduction and service requirement, the top management of PCL have appointed highly qualified and experienced professionals at all four warehouses with the following objectives:</p> <ol style="list-style-type: none"> 1. To improve the efficiency of the warehouses 2. To reduce the replenishment cycle time by 25 percent 3. To reduce the total logistical costs by 10 percent and 4. To have transparency in dispatch of premium products <p>Mr. A.K Sinha, who joined the north zone warehouse as chief warehouse manager, has had a very successful career of 25 years. He wants to redefine the whole warehouse operating system.</p>		
	1. How should Mr. Sinha approach this problem?	10	CO6
	2. Develop a strategy to overcome the problem and fulfill the redefined objectives of the firm?	10	CO3
	3. What changes would be recommended for the implementation of the new strategy?	10	CO7