UPES
End Semester Examination, December 2023

Course: Logistics and Supply Chain Management   **Semester: III**
Program: BBA(GES)   **Time: 03 hrs.**
Course Code: LSCM2002   **Max. Marks: 100**

Instructions: As per sections

	SECTION A 10Qx2M=20Marks		
S. No.	**Attempt all questions in this section**	**Marks**	**CO**
Q 1	**Multiple choice questions:**		
1.1	Logistics coordinators commonly use what software tools to track shipments and manage inventory? a. Graphic design software b. Accounting software c. Enterprise Resource Planning (ERP) software a. d. Video editing software	2	CO1
1.2	Tactical decisions in supply chain management are typically focused on: a. Long-term vision and goals b. Day-to-day execution c. Mid-range planning and optimization d. Seasonal adjustments	2	CO1
1.3	Which type of warehouse is primarily used for storing products for extended periods of time without much handling? a. Cross-docking warehouse b. Distribution center c. Cold storage warehouse d. Just-in-Time warehouse	2	CO1
1.4	In logistics, what is a typical challenge associated with demand forecasting? a. Overstocking products b. Underestimating transportation costs c. Meeting customer expectations d. Predicting future market trends accurately	2	CO1
1.5	What is the bullwhip effect in supply chain management? a. A sudden increase in demand for a product b. A gradual decrease in the price of raw materials c. The amplification of demand fluctuations as information moves up the supply chain d. A surge in production capacity to meet customer demand	2	CO1

1.6	Which of the following is an example of a strategic decision in supply chain management? a. Setting safety stock levels b. Selecting global suppliers c. Scheduling daily production runs d. Assigning work shifts to warehouse staff	2	CO1
1.7	Operational decisions in logistics management are concerned with: a. High-level strategic planning b. Medium-term planning c. Day-to-day activities and execution d. Long-term capacity expansion	2	CO1
1.8	To mitigate the bullwhip effect, supply chain managers should: a. Increase order batching to minimize variability. b. Share accurate demand information with all supply chain partners. c. Avoid using technology for order processing. d. Decrease communication with suppliers and customers.	2	CO1
1.9	Improved inventory management in logistics can lead to: a. Higher carrying costs b. Increased risk of stockouts c. Reduced warehousing expenses d. Longer order processing times	2	CO1
1.10	In the push view of the supply chain, products are typically manufactured: a. In response to customer orders b. Based on forecasts and production schedules c. Only when there is excess inventory d. Using just-in-time (JIT) principles	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q 2	Attempt any four of the following.		
2.1	Explain the term "excess inventory costs" and how it relates to Retail Mart's challenges.	5	CO2
2.2	Difference between logistics and Supply Chain.	5	CO2
2.3	Explain the various types of inventory control techniques.	5	CO2
2.4	Write short notes on CRM and ERP.	5	CO2
2.5	Write short notes on ISCM, SRM, and TMF.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q 3	Attempt all questions in this section:		
3.1	Discuss the value chain model in detail, including its benefits, limitations, and real-world applications.	10	CO3
3.2	What do you understand by Fisher and Hau Lee's Framework?	10	CO3

3.3	The manufacturing company estimates its carrying cost at 10% and its ordering cost at $50 per order. The estimated annual requirement is 1600 Units at a price of $40 per unit. (i). What is the most economical no. of units to order? (ii). No. Of orders to be placed in a year. (iii). About how often will an order need to be placed? **OR** Discuss the challenges and opportunities of implementing information technology in supply chain management.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q4	**Attempt all questions in this section:**		
4.1	Illustrates the significance of Transportation decisions in the supply chain. What are the essential criteria for selecting a mode of transport?	15	CO4
4.2	Sales of Volkswagen's popular Beetle have grown steadily at auto dealerships in Nevada during the past five years (see table below). The sales manager had predicted before the new model was introduced that first-year sales would be 410 VWs. Using exponential smoothing with a weight of $\alpha = 0.30$, develop forecasts for years 2 through 6. | Year	Sales	Forecast
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1	450	410
2	495	
3	518	
4	563	
5	584	
6	?	| **OR** What is a qualitative forecasting model, and when is its use appropriate?	15	CO4