

IAT 1 Question Paper & Solution

Sub: **Logistics & SCM**

Code: **20MBAMM402**

Date: **09-06-2022**

Duration: 90 mins

Max Marks: 50

Sem: IV

Branch: MBA

OBE

Marks CO RBT

| Part A -Answer Any Two Full Questions (20*02=40 Marks) | | | |
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| 1(a) | <p>Define logistics.</p> <ul style="list-style-type: none"> Logistics refers to the overall process of managing how resources are acquired, stored, and transported to their final destination. Logistics management involves identifying prospective distributors and suppliers and determining their effectiveness and accessibility. Logistics managers are referred to as logisticians. | [03] | CO1 L1 |
| (b) | <p>Summarize the functions of efficient warehouse management.</p> <ul style="list-style-type: none"> Storage Safeguarding of Goods Movement of Goods Financing Value-added Services Price Stabilisation Information Management Other Functions. | [07] | CO2 L2 |
| (c) | <p>Discuss scope of supply chain.</p> <ul style="list-style-type: none"> Minimises Operating Cost Boosts Customer Service Enhance Financial Position Manages Distribution Bring coordination among partners Inventory Management Supplier Management | [10] | CO1 L2 |
| 2(a) | <p>What is warehousing?</p> <ul style="list-style-type: none"> Warehousing is the process of storing goods which are to be distributed later. A warehouse is defined as any place which is used in the accumulation of goods. | [03] | CO2 L1 |
| (b) | <p>Discuss the decision phases of supply chain.</p> <ol style="list-style-type: none"> Supply chain strategy or design Supply chain planning Supply chain operation. <p>1. Supply chain strategy or design</p> <ul style="list-style-type: none"> Given marketing and Pricing plans. Decides how to structure the supply chain. Resources allocation. Outsource or Perform. Production, location, warehouse facilities. Modes of transportation. | [07] | CO1 L2 |

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| | <ul style="list-style-type: none"> • Different shipping legs. • Type of information systems. <p>2. Supply chain planning</p> <ul style="list-style-type: none"> • Time frame considered is a quarter to a year. • Supply chain configuration determined in the strategic phase is fixed. • Goal is to maximize the supply chain surplus. • Forecasts, costs, prices, . • Which market from which location. • Subcontracting of manufacturing, inventory policies, the timing, size of marketing & price promotions. <p>3. Supply chain operation</p> <ul style="list-style-type: none"> • Goal is to handle incoming customer orders in the best possible manner. • Exploit the reduction of uncertainty and optimize performance. • Allocate inventory or production, date to fulfill order, shipping mode, delivery schedule, replenishment orders. | | | |
| (c) | Describe advantages and importance of smart warehouse. Better Warehouse Optimization. Lower Operational Costs. Faster Picking and Shipping. Greater Accuracy in Warehouse Operations. Better Customer Service. Better Tracking of Assets and Inventory | [10] | CO2 | L2 |
| 3(a) | What do you mean by procurement logistics? Procurement logistics is the sourcing of materials needed to manufacture products . In other words, this part of the supply chain focuses on purchasing raw materials, replacement parts, auxiliary supplies, operating supplies and other items needed for the manufacturing process to work. | [03] | CO1 | L1 |
| (b) | Explain the different types of logistics. 1. Inbound Logistics 2. Outbound Logistics 3. Reverse Logistics 4. Third Party Logistics (3PL Logistics) 5. Fourth Party Logistics (4PL) | [07] | CO1 | L2 |
| (c) | Explain the features of warehouse management system. <ul style="list-style-type: none"> • The purpose of a WMS is to help ensure that goods and materials move through warehouses in the most efficient and cost-effective way. • A WMS handles many functions that enable these movements, including inventory tracking, picking, receiving and putaway. • Inventory tracking, which enables the use of advanced tracking and automatic identification and data capture(AIDC) systems, including RFID and barcode scanners to make sure that goods can be found easily when they need to move. • Receiving and putaway, which allows inventory putaway and retrieval, often with pick-to-light or pick-to-voice technology to help warehouse workers locate goods. • Picking and packing goods, including zone picking, wave picking and batch picking. • Warehouse workers can also use lot zoning and task interleaving functions to guide the pick-and-pack tasks in the most efficient way. • Shipping, which enables the WMS to send bills of lading (B/L) ahead of the shipment, generate packing lists and invoices for the shipment and send advance shipment notifications to recipients. • Labor management, which helps warehouse managers monitor workers' | [10] | CO2 | L2 |

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| | <p>performance by using key performance indicators (KPIs) that indicate workers who perform above or below standards.</p> <ul style="list-style-type: none"> • Yard and dock management, which assists truck drivers coming into a warehouse to find the right loading docks. • A more complex use of yard and dock management enables cross-docking and other functions of inbound and outbound logistics. • Reporting, which helps managers analyze the performance of warehouse operations and find areas to improve. | | | |
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Part B -

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| 4 | <p>Dhawan a start up owner, who is into vegan milk production in the city. He has thoroughly understood the need of the product and target segment in the city. Identified retailers across geographies in Bengaluru.</p> <p>1. Being a management trainee apply cycle view of supply chain and help him to design his efficient supply chain.</p> | [10] | CO1 | L6 |
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Cycle View of Supply Chain Processes

Customer Order Process

1. Customer Arrival
2. Customer Order Entry
3. Customer Order Fullfillment
4. Customer Order Receiving

Manufacturing Process

1. Order Arrival
2. Production Scheduling
3. Manufacturing/Shipping
4. Receiving

Replenishment Process

1. Retail Order Trigger
2. Retail Order Entry
3. Retail Order Fullfillment
4. Retail Order Receiving

Procurement Process

1. Component Order Arrival
2. Production Scheduling
3. Manufacturing/Shipping
4. Receiving

| Course Outcomes | | P | O | T | P | O | T | P | O | T |
|-----------------|---|--------|-----------------|---|---|---|---|---|---|---|
| CO1 | Demonstrate knowledge of the functions of logistics and supply chain management. | 1a, 3a | 1b, 1c 3b,3c | | | 4 | | | | |
| CO2 | To relate concepts and activities of the supply chain to actual organizations. | 2a | 2b, 2c | | | | | | | |
| CO3 | Highlight the role of technology in logistics and supply chain management. | | | | | | | | | |
| CO4 | Evaluate cases for effective supply chain management and its implementation. | | | | | | | | | |
| Cognitive level | KEYWORDS | | | | | | | | | |
| L1 | list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc. | | | | | | | | | |
| L2 | describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss | | | | | | | | | |
| L3 | calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify | | | | | | | | | |

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| L4 | classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select |
| L5 | grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate |
| L6 | design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate |
| <i>PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship</i> | |

CCI

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